

FACULTY ENTREPRENEURSHIP AND BUSINESS

**E-WALLET ACCEPTANCE AS MEDIUM OF
PAYMENT AMONG PUBLIC UNIVERSITY
STUDENTS IN MALAYSIA**

NURUL IZZAH BINTI AZRI
NURUL IZZATI BINTI HASLIN
NURUL NAJWA SHUHADA BINTI WAHAT
WAN ALIF FARDHAN BIN WAN SULAIMAN

UNIVERSITI

MALAYSIA

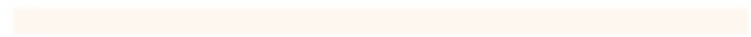
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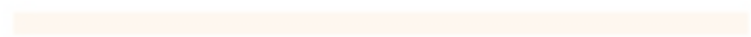
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E-WALLET ACCEPTANCE AS MEDIUM OF PAYMENT
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by

Nurul Izzah Binti Azri

Nurul Izzati Binti Haslin

Nurul Najwa Shuhada Binti Wahat

Wan Alif Fardhan Bin Wan Sulaiman

A thesis submitted in fulfillment of the requirements for the degree of
Business Administration (Islamic Banking and Finance) with Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

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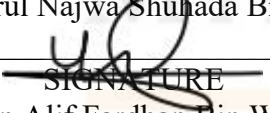
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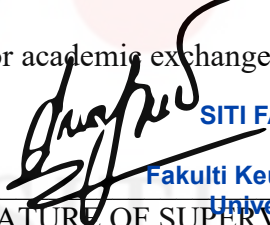
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SIGNATURE
NAME: Nurul Najwa Shuhada Binti Wahat



SIGNATURE
NAME: Wan Alif Fardhan Bin Wan Sulaiman



SIGNATURE OF SUPERVISOR
NAME: **SITI FARIHA BINTI MUHAMAD**
Pensyarah
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan
Date: **31/1/2022**

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$$n = \frac{x^2 N P (1 - P)}{e^2 (N-1) + x^2 P(P-1)}$$

$$n = \frac{x^2 N P (1 - P)}{e^2 (N-1) + x^2 P(P-1)}$$



List of Abbreviations

TAM	: Technology Acceptance Model
UTAUT	: Unified Theory of Acceptance and Use of Technology
PEOU	: Perceived ease-of-use
PU	: Perceived usefulness
SI	: Social Influence
GI	: Government Initiative
LOA	: Level of acceptance
χ^2	: Chi-square table value
e^2	: Margin of error
N	: Population size
S	: Sample size
SPSS	: Statistical Package for the Social Science

List of Symbols

α	: Alpha
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Abstrak

Kajian ini bertujuan untuk mengkaji kemungkinan hubungan antara faktor penggunaan e-dompot dengan tahap penerimaan E-Dompot sebagai medium pembayaran dalam kalangan pelajar universiti awam di Malaysia. Data yang digunakan dalam penyelidikan ini diperoleh melalui kaedah kuantitatif di mana 384 set soal selidik telah diedarkan. Menggunakan alat SPSS yang mengandungi Ujian Kebolehpercayaan, Analisis Deskriptif, Analisis Pekali Korelasi Pearson dan Analisis Regresi Linear Berganda, analisis data telah dijalankan. Tahap penerimaan e-dompot sebagai medium pembayaran dalam kalangan pelajar universiti awam di Malaysia adalah tinggi. Kemudahan penggunaan dan persepsi kegunaan mempunyai hubungan positif yang kuat manakala pengaruh sosial dan inisiatif kerajaan mempunyai hubungan positif yang rendah dengan tahap penerimaan e-dompot. Dapatan kajian menunjukkan bahawa persepsi kemudahan penggunaan, persepsi kegunaan dan pengaruh sosial merupakan faktor signifikan yang mempengaruhi atau meramalkan hubungan antara faktor penggunaan dan tahap penerimaan e-dompot sebagai medium pembayaran dalam kalangan pelajar universiti awam di Malaysia. Implikasinya hendaklah dilaksanakan ke arah penambahbaikan yang lebih baik oleh penyedia perkhidmatan e-dompot, usahawan, institusi kewangan dan kerajaan sebagai garis panduan dan rujukan untuk mendapatkan pemahaman yang lebih baik tentang keperluan pengguna dan faktor-faktor yang mempengaruhi penerimaan e-dompot sebagai medium pembayaran di kalangan pelajar universiti awam di Malaysia.

Abstract

This study aims to examine the possible relationship between e-wallet consumption factors and E-Wallet level of acceptance as medium of payment among public university students in Malaysia. The data used in this research were gained by the quantitative method whereby 384 sets of questionnaires were distributed. Using SPSS tools containing Reliability Test, Descriptive Analysis, Pearson Correlation Coefficient Analysis and Multiple Linear Regression Analysis, data analysis was carried out. The level of acceptance e-wallet as a medium of payment among public university students in Malaysia is high. Perceived ease of use and perceived usefulness have strong positive relationship whereas social influence and government initiative have low positive relationship with e-wallet level of acceptance. The finding indicates that perceived ease of use, perceived usefulness and social influence were the significant factors that influence or predict the relationship between consumption factors and level of acceptance of e-wallet as medium of payment among public university students in Malaysia. The implication shall be implemented toward better improvement by e-wallet service provider, entrepreneurs, financial institutions and government as a guideline and reference to gain a better understanding of consumer needs and factors influencing the acceptance of e-wallets as a medium of payment among Malaysian public university students.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Today, technology makes our lives easier. This improves the methods of communication, changes the occurrence of mobility and has a huge impact in nurturing our lives in this emerging world. Advances in financial systems based on payment methods and the use of systems have made people very interested in the latest technology and they prefer to use it because all the information within reach can be obtained in a fast way.

Money is a major component of human civilization. It evolved from a commodity used for trading goods (Chua, 2020). Since the 1950s, customers have accepted plastic money as a payment option. Aside from that, the usage of plastic money, such as credit cards and debit cards, modified their behaviour in daily transactions throughout the modernisation period. E-payment is a digital currency that enables people to carry out various transactions without the need for physical currency. It was launched in the 1990s. In 2011, the first company to introduce the use of e-wallets globally was Google (Kalyani, 2016). According to Ferreira & Perry (2015), money forms have been converted to digital money nowadays.

There are various advantages and disadvantages to using an e-wallet. An e-wallet is known as a digital wallet. It is used to store financial and personal information as an online payment system. In addition, smartphones have made it possible for customers to make online purchases without having to travel to a physical store by sending money to vendors through a smartphone application (Chua, 2020). E-wallet is not only used to make payments, instead it can also accept money inflows from other parties. With this, both parties must have and register on the same banking system. For more detail, e-wallets are intended to replace

physical wallets. Electronic wallets or e-wallets are software components that users can download to their devices where users can store credit card numbers and other personal information. Due to the increasing popularity of smartphones, an e-wallet is expected to become an effective instrument for processing transactions efficiently because through this transaction it is more transparent and efficient. In Malaysia, there are as many as 47 non - financial institutions that have obtained a license to operate to run a payment solution using a mobile application.

Thus, buyers do not have to enter information for every online purchase they make. It is a way to avoid the problem of filling in information about repeated purchases and eliminates the need to store information on the merchant's or seller's server as is the case with credit card payments. For example, companies that offer e-wallet facilities are Visa, MasterCard, AOL and Microsoft. Each type of e-wallet facility has a few differences but the process of using it is simple and more or less the same. The way to access the e-wallet is very simple, which can be done via credit card, debit card or ATM card and register it on the website involved. All personal information will be recorded in the user's personal data bank. When wishing to make a payment or make an online purchase, all personal information will be automatically filled into the payment form with just one click. Then just need to confirm the purchase and enter the security pin number. There are several e-wallet applications such as Touch 'n Go e-Wallet, GrabPay, Boost, MAE, BigPay, Ali Pay, PayPal, ShopeePay and others. This application can be as e-wallet to do transaction in daily live.

One of the reasons an e-wallet is better than a physical wallet is that it can reduce the amount of money that needs to be carried anywhere. In this case, e-wallet users can rely on and use the money made in the system. Also, there is no need for long queues to withdraw money at ATMs. Due to the age of the cashless society, e-wallet users do not have to hold a lot of currency. Hence, transactions become faster, there is no need to wait for the remaining

money and can keep records of expenses, there is no need to keep every receipt. This is because, the e-wallet system that has recorded all transactions and all purchasing activities used. The e-wallet has shown its relevance and convenience during this difficult time. It is well-positioned to become an integral part of the payment system in Malaysia.

1.2 STATEMENT OF THE PROBLEM

E-wallet being the most used by the community on options for business infrastructure for local businesses and entrepreneurs is great as it provides a simple solution for business transactions. Lately, most customers have agreed that an e-wallet serves as a replacement for a physical wallet in digital format and it stores digital variables such as personal payment method details for ease of transaction using passwords, face image and QR code (Krishna, 2017). Most recently, new normative practices introduced by the Malaysian Ministry of Health have influenced contactless payments among Malaysian because regular payments method are one of the routes of transmission of virus when SARS-CoV-2 droplets land on objects located near an infected individual and are then touched by another individual (Amber A., 2020). Moreover, the onslaught of the recent volatile situation which is the Covid19 epidemic has attracted the interest of the public to engage in online or digital applications in their daily life.

Ng Kong Boon, the Visa country manager for Malaysia stated that citizens are keen to use e-Wallet as a replacement to credit, debit cards and cash (Noordin, 2017). This proof from Mobile Attitudes Study which was conducted by YouGov that was published in 2016 stated that 70 of the 750 respondents willing to adopt these. Whereas 83% stated that they were aware of contact-less payments and only 34% use it (Noordin, 2017). This shows that the level of acceptance is still not fully accepted because it does not achieve 100% who had

used them. Furthermore, Carousell MY conducted a survey in 2018 in which revealed that 24.3% was increased to 52.9% of e-wallet respondents out of 731 respondents reported using e-wallets as the primary payment method (Milo, 2018). In addition, the intention of e-wallets usage among Malaysians were influenced by Government initiatives on e-wallets during the pandemic (Hendy, 2020). Last year, Prime Minister Muhyiddin Yassin launched a National Economic Recovery Plan which is Pelan Jana Semula Ekonomi Negara (PENJANA) worth RM35 billion in ensuring the survival of the people and the country's economy is preserved. It has succeeded in reducing the cash flow burden of around 10 million people. This initiative from the government has been announced by providing an allocation of RM450 million to encourage consumption of digital wallet (Rohman, 2020). In July 2020, Malaysians received RM50 e-PENJANA credit through e-wallet applications such as Touch 'n Go e-Wallet, Boost and GrabPay (Yeoh, 2020). Latest, started 1 June 2021, youths and students of Institutions of Higher Learning have been given e-wallet credit assistance of RM150 through eBelia programme to cultivate cashless transactions (Anis, 2021). These initiatives were look forward to restoring our country economy because it saved more than 2.4 million jobs and more 300,000 companies have been helped (Adilla, 2020).

Malaysians evidenced by studies from the Mastercard Impact Study in 2020, Malaysia ranks first in e-wallet usage by 40% ahead of the Philippines, Thailand and Singapore since Covid19 contagious and affects the living environment of the people (Teck, 2020). The popularity of e-wallets among the Malaysian population has provided great potential for the e-payment market until Bank Negara issued over 40 e-wallet licenses to banks and non-bank finance companies (Lin & Tay, 2020). Thus, it is important to study the factors that influence the usage of e-wallet is the best factor in the level of acceptance of e-wallet as a payment medium among public university students in Malaysia. Moreover, previous study suggests furthering a future study to consider income and educational background as moderator

variables because these groups are more open to accepting Fintech or innovation (Hendy, 2020). Public universities are used as our population because the universities targeted to create cashless environment among its students (Norulhuda et al, 2020). Therefore, we want to pursue this study by focusing on students/ level of education.

To help fill this research gap, the study will examine the factors influencing e-wallet consumption factors among public university students in Malaysia. Specifically, the study directly addresses the relationship between knowledge with current situations involves with these pandemic Covid19 among e-wallet consumers in Malaysia. The study arises due to the tremendous need towards accessible reference for various factor affecting e-wallet consumption so that it can be used by future study. This makes it ideal for the investigation of more complex real-life research questions (Chern, 2018).

Although previous studies have uncovered important determinants of e-wallet consumption among society in Malaysia, yet it has been absent and has not been fully explored particularly in measuring the level of acceptance among public university students to use e-wallet as a medium of payment. Customers' perceived factors of e-wallet consumption among students may appear to have a positive and significant relationship with the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia. The perceived ease-of-use, perceived usefulness, social influence and government initiative from consumption factors may lead to the attitudinal response which is the level of acceptance e-wallet among public university students as a medium of payment in Malaysia.

This study is to suggest a study on the consumption factors using e-wallet and the level of acceptance e-Wallet as a medium of payment among public university students in Malaysia. In chapter 1, some discussion of the general survey that will determine what is e-

wallet, about the factors that cause users to prefer to use e-wallets, and the level of acceptance of e-wallets as a medium of payment among public university students in Malaysia. Then, the research overview will be continued by problem statement, research objectives, research questions, significance of the study and lastly is about the research gap.

1.3 RESEARCH QUESTIONS

The research questions have been developed for the purpose of achieving the objective of study.

RQ 1: What is the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia?

RQ 2: Is there relationship exist between e-wallet consumption factors in terms of perceived ease of use on the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia?

RQ 3: Is there consumption factors in terms of perceived ease of use, perceived usefulness, social influence and government initiative influence the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

1.4 RESEARCH OBJECTIVES

The study aims to examine the possible relationship between e-wallet consumption factors and level of acceptance e-wallet as a medium of payment among public university students in Malaysia. More specifically, this study will attempt to:

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RO1: To study the level of acceptance e-wallet as a medium of payment among public university students in Malaysia.

RO2: To examine the relationship of consumption factors in terms of perceived ease of use, perceived usefulness, social influence and government initiative on the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

RO3: To examine the influence of consumption factors in terms of perceived ease of use, perceived usefulness, social influence and government initiative on the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

1.5 SCOPE OF THE STUDY

The scope of the study for this project is set to help the researcher to solve the problem stated in the previous statement or more precisely in the problem statement section through the opinion of users from among the students.

The scope of this study is set to cover all public universities throughout Malaysia. This is because the study conducted is related to the level of acceptance of e wallet applications as a medium of payment among public university students. Therefore, to ensure a good level of confidence level, the sample will be taken comprehensively among students from 20 public universities in Malaysia. In other words, a comprehensive sampling will certainly help researchers to obtain a better level of accuracy of research results, especially in relation to users' opinions about the e-wallet application among students.

In addition, the researchers also found that there were gaps that existed in previous research related to the scope of the study. Based on the study of Hendy et al. (2020), they

recommend that other researchers to expanding the scope of the population, especially in the field of education level of education. Therefore, we as researchers for related topics conducted this study by expanding the scope of the study by setting the overall scope of the study for each level of education for all public universities throughout Malaysia.

However, the scope of this study still has limitations to enable the results of this study to be used as a comprehensive reference on feedback on the use and acceptance of e-wallets among the community in Malaysia. This limitation occurs because this study only takes respondents from among public university students. This situation will cause the results of this study cannot be released in general or cannot be concluded comprehensively about the level of public acceptance of e-wallets, especially the community that is not from the student group. Although the selection of respondents was made to fill the gap that existed in the previous research, but it still has a border because the conclusions made are only based on the opinions given by the students.

Therefore, it can be concluded that the scope of this study will only produce the results of the study received from students. But the results of the study from the scope of this study can still be used as a reference for other researchers in the future.

1.6 SIGNIFICANT OF THE STUDY

This research will help to extract lessons of the research issues which have the potential to affect the mobile wallet service providers. It is anticipated that consumption factors have a positive and significant relationship with level of acceptance of using e-wallet as a medium of payment among public university students in Malaysia. The purpose of this study was to determine an evaluation of e-wallet consumption factors which functions to

judge the level of acceptance and therefore the services thus analysing the results and utilize them to get an in depth and holistic understanding the acceptance of the e-wallet application in Malaysia. It will bring benefit to the public as they will gain clear insight on how to be encouraging themselves to use e-wallet especially in these Covid19 outbreak condition according to customer's need and standard operating procedures (SOP). Ideally, mobile wallet service providers can be of assistance to increase the level of acceptance among society by upgrading their application and services with provides an easy -to -use way to further enhance the consumption factor e-wallet in line with the evolving technological advances today. Thus, this study can increase awareness about the importance of e-wallets to society, especially among students. This is because 89% of highly active smartphone users are the Millennial generation or Y (1981-1994) and generation Z (1995-2010) which influenced the development of digital wallet technology today (Rahim, 2020). There is no doubt that the Covid-19 pandemic has not subsided and society is encouraged to use cashless transactions in daily consumption. This study can help change the negative view of digital wallets usage.

This study has some implications in terms of benefits to society. This research can be used by the mobile wallet service providers such as Touch and Go, Grab Pay and Shoppe wallet to understand the impact of their digital application program awareness towards the community. The outcome of study will help the mobile wallet service providers to identify what are the factors that cause students to use the digital wallet on conducting digital applications about cashless transaction services as the study will collect data about the customer's level of acceptance towards e-wallet applications. By doing this, the mobile wallet service providers able to improve their application and services like work together with Government to increase the number of Government's initiatives such as increase the amount of e-PENJANA to B40, eBelia PEMERKASAAN- Special RM150 e-Wallet assistance for

youths and students of Institutions of Higher Learning and upgrade their application to match customer wants and needs and not merely waiting for customers to complaints more about their services.

Apart from finding out what are the main factors that influence Malaysians to use digital wallets, this study can also help the government to know what the factors are that people are wanting to use mobile wallets and refine the e-Tunai Rakyat system and software to further boost the cashless society landscape. Moreover, studies on many factors that can influence the level of student consumption can help the government to improve the e-PENJANA system while fostering practices according to standard operating procedures (SOP) among students. These findings will provide new knowledge on how to use the identified factors to increase the level of acceptance of the use of e-wallets as a payment medium among consumers in Malaysia. This is because e-wallets can reduce the debt rate compared to using a credit card. The literature review also shows that there is a digital wallet that can be used overseas such as BigPal to facilitate foreign currency payments (Tan, 2019). Next, among the interesting factors about e-wallet is that users will choose to install applications that provide the most promotions, cashback and voucher codes.

1.7 DEFINITION OF TERMS

For a better understanding of this study, the following terms are defined in the context of this research.

E-wallet

Mobile wallet referred as a digital container accessed by a mobile device or smartphone that keeps wallet applications, proof of payment, loyalty cards and coupons to form proximity and remote mobile payments (Susan, 2017).

Acceptance

However, an acceptance, acceptability and adoption are the objective of the evaluation, the evaluation of the technical functioning of the system and the identification of the impact on driver behaviour (Katteler, 2005).

Perceived ease-of-use

Freedom from the hassle and struggle required when dealing with e-payment services (Sunny & George, 2018).

Perceived usefulness

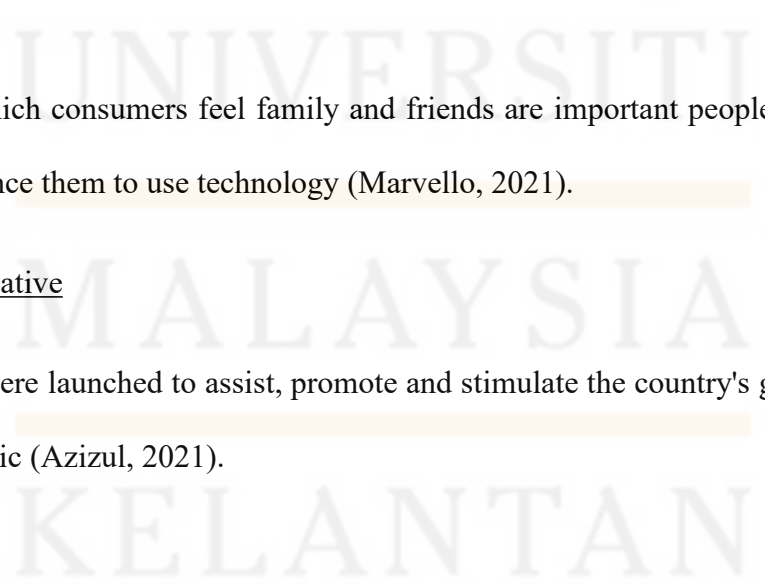
The extent to which a customer feels that by using the services provided by e-payment services, it will give benefits to them (Wei, 2017).

Social influence

The extent to which consumers feel family and friends are important people in their lives so that it can influence them to use technology (Marvello, 2021).

Government initiative

Incentives that were launched to assist, promote and stimulate the country's growth to survive from the pandemic (Azizul, 2021).



1.8 ORGANIZATION OF THE PROPOSAL

Chapter 1 will start with the background of the study to give an overview of our topic. The problem of statement is the second section of this chapter. It justified why this study needs to be undertaken and deals with the measurement of the level of acceptance of e-wallet that has not been fully explored. Next is research questions. There are three research questions as shown in section three that need to be studied to fill the gap. Section four illustrates the research objectives. There are three objectives in this study. Next, section five will explain the scope of study. It describes how far the research area is survey within the work and specifies the parameters within the study are operating. Whereas section six explained the significant of study with descriptions of why the research is important for social, public, mobile wallet service providers and government. Usually, significance of the study while the subsequent section illustrates the limitations of the study. Therefore, there is a need to do this study to show that there is a relationship between e-wallet consumption factors and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia especially due to the Covid19 pandemic. The definition of terms of the variables in the seventh section of this chapter is to define the key terms used in the research. The definitions are quoted from previous research. Last section in this chapter is the organization of the proposal explained by organizing what had been discussed in each section in Chapter 1, 2 and 3.

Next, Chapter 2 will proceed with the literature review. It will start with an introduction to explain the overview of this chapter. Researchers continue with the underpinning theory in section two to find the theories related in this study and explain how it will influence and relate with our research on e-wallet consumption factors that influenced the level of acceptance of e-wallet as a medium of payment among public university students. Next is

making a literature from previous studies to gather more information and data that can be used in this study. Following with the four hypothesis statements generated in section four. These statements are expectations or predictions that will be tested in this study. Next is the conceptual framework. Conceptual model based on literature review. The model can illustrate the relationship graphically between e-wallet consumption factors and the level of acceptance of e-wallet as a medium of payment. Last section is a summary which summarizes what had been discussed in Chapter 2.

Chapter 3 is about research methods. It starts with an introduction to this chapter. Second section is research design which explains the research design chosen for the research. Third section is data collection methods to choose which methods are suitable in this study. Section four is about the study population which describes the respondents who will take part in this study. Next is sample size in section five in which states the size of the group to be surveyed. Whereas section six will decide which sampling technique will be used to select the subjects from the population. Section seven is research instrument development about what tool to be used to collect or measure and analyse the data related to our research interests. Following with section eight is measurement of the variables is about what instrument will be used to measure the variables in this study. Ninth section is procedure for data analysis explains the techniques to analyse data obtained. Last section is a summary which summarizes what had been done in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The analysis of all variables will begin Chapter 2 - literature review. Past studies and a study of applicable theoretical models will also be addressed. This chapter gives a summary of prior research on E-wallet acceptance as medium of payment among public university students in Malaysia. The first section will explain the two theories used in communication technology (E-wallet). Then, second section discusses level of acceptance e-wallet as medium of payment among public university students and most importantly is what factors using e-wallet on the level of acceptance of e-wallet as medium of payment among public university students in Malaysia. Next, section three the suggested theoretical structure and hypotheses will be tested. The chapter ends with a summary of the research gaps found during the literature review, suggested research model, and research proposals.

2.2 UNDERPINNING THEORY

2.2.1 Technology Acceptance Model (TAM)

In 1980, the Theory of Reasoned Action (ToRA), created by two researchers Fishbein and Ajzen (1975), analysed the causes of individual behaviour. The proximal cause of a behaviour was identified as behavioural intention in this paradigm. Attitudes and subjective norms determine any intention to engage in a certain behaviour. The work of Fishbein and Ajzen (1975) is prominent, with applications not just in social psychology but also in

communication and consumer behaviour. So, the Technology Acceptance Model (TAM), which is based on the ToRA, was published by Fred Davis in 1986. TAM is a well-known academic research extension that analyses the adoption and use of new technology advancements (Aydin & Buznar, 2016). TAM is a useful tool for analysing technological adoption. This model has been used in several prior experiments to provide accurate outcomes. The TAM's aim is to offer a visual representation of the impact of external stimuli on internal perceptions, behaviors, and intentions. It gave a fair explanation of how technology can be used (Hu et al., 1999).

This model by Davis in 1986 has been used by numerous researchers to predict the acceptance of the users towards the use of technology applications in Information System (IS) research (Nasiruddin et al., 2020). TAM theory is an information system theory that explains how people come to embrace and employ new technologies. Specifically, TAM is a theory of information systems that describes how consumers come to embrace and use technology. This model is the standard theoretical in studying the use of new technologies by consumers. The theory of user behaviour is equipped with the explanation given by the TAM theory. TAM describes the factors that influence acceptance use of technology products (Kustono, Nanggala, & Mas'ud, 2020). According to Nasiruddin et al. (2020), attitude is a mediator between the constructs of belief and the intention to use.

2.2.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

According to Venkatesh et al. (2003), UTAUT is part technology acceptance model that was created by combining eight models into a new model. Those models are combinations of Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), Motivational Model (MM), Combined TPB and TAM (C-TPB-

TAM), Model of PC Utilisation (MPCU), Diffusion of Innovation theory (DOI) and Social Cognitive Theory (SCT). UTAUT is a theory formulated by Venkatesh related to the behavioural intention to use technology in organizations and this theory is suitable to study the causes of e-wallet use to predict consumer attitudes towards Internet use, especially during unpredictable economic changes (Marvello, 2021).

It is used to interpret the acceptance level of the use of new technologies. This theory is used to assess the many uses of technology. UTAUT has been widely used in research and dissemination of technology as a theoretical lens by researchers conducting empirical studies on consumer intentions and behaviours (Michael D. Williams, 2015). UTAUT has four key constructs which are performance expectancy, effort expectancy, social influence and facilitating conditions that influence the behavioural intention to the usage of any technology. It assesses whether users can accept new technologies and users' ability to handle new technologies. This theory states that social influence is one of the key factors in e-wallet consumption factors. Therefore, this theory had a strong link with the level of acceptance e-wallet as a medium of payment among public university students in Malaysia.

2.3 LITERATURE REVIEW

2.3.1 Level of acceptance e-wallet as medium of payment among public university students

The technology acceptance model is one of the maximum well-known conceptual theories with inside the virtual platform device studies field. Originally, it was proposed for employees' generation reputation in organizations. Inside the version, there are two key determinants: perceived ease-of-use (PEOU) and perceived usefulness (PU), both of which

affirm if clients agree or disagree with a records generation gadget. PU refers to the rate at which consumers perceive the use of a certain virtual platform to be appropriate for them, whilst PEOU is defined as the degree at which consumers perceive the use of the IT device to be simple to educate (Davis, 1989). But the important thing difficulty approximately the theoretical heritage is that the version is inadequate to illustrate customers' continuance behaviours. For growing the version, the researchers must determine out elements influencing PU and PEOU (Benbasat, 2007). Hence, investigating which E-pockets functions will be taken into consideration to be critical elements of TAM are significant. Moreover, the writer will combine TAM version into applicable conceptual theories that might gift a greater holistic concept heritage in demonstrating client' continuance aim of a virtual platform, mainly in an E-pockets device (Lee et al., 2016; Zhou, 2018). Finally, this study will develop a conceptual version describing the E-pockets platform's client retention goal using the TAM version as one of the primary theories. The Unified Theory of Acceptance and Use of Technology (UTAUT) version was developed to improve the TAM version, which aimed to assess customers' intents to use a particular device and their subsequent behaviour (Venkatesh, 2003).

UTAUT is a technological reputation model that has been improved, and its usefulness in displaying the virtual platform gadget reputation has been demonstrated via the use of previous studies. The adoption of various records technology systems such as online banking (Martins, 2014; Le et al., 2019); library self-service (Wu, 2018); pill device (Magsamen, 2015); and mobile pockets, has been anticipating the functionality of UTAUT (Chawla, 2019). However, the author might include some additional elements based on previous research to improve its explanatory power in each setting. Payment security and customer trust, according to some authors, have a significant impact on customers' continued intention to use the E-wallet payment system (perceived credibility) and should be included in the research

model because they are the primary reasons for low E-wallet payment service adoption. Therefore, the author combines payment security, feedback mechanism and trust with the E-finance continuance intention model (Zhou, 2018) to analyze consumer continuance intention in the E-wallet setting in Vietnam in this study.

2.3.2 Perceived ease of use

Perceived ease of use refers to “consumers' perceptions of how emerging technologies or systems can affect the way they behave and experience” (Saadon & Long, 2020). The researcher also said that consumers' "previous experience" and the "facilitating state" of the new technology have been suggested as two common factors in relation to perceived ease of use in previous studies. Based on other studies which clarified consumers who use the service often will produce high-quality outcomes and they will be able to quickly incorporate these different implementations of new services into their everyday activities (Gia-Shie & Pham Tan, 2016).

Perceived ease of use is one of the elements used in technology acceptance model (Isrososiawan, Hurriyati & Dirgantari, 2019). For internet users, technology is more lucrative. For example, if a technology is simple to use, it will become the preferred cashless transaction for customers doing purchases (Yang et al., 2021). In research Chawla and Joshi's (2019), these results suggest that e-wallet vendors such as banks and online retailers should focus on providing consumers with the most up-to-date software that enable them to make purchases quickly and easily. According to other studies, perceived ease of use has a relationship between consumer's behaviour to the attention and acceptance for Malaysians to use e-wallet (Alwi et al., 2019).

We can see from studied undergraduate students who believe that using web service technologies is simple and user-friendly and that this notion has a positive effect on perceived ease of use and behavioural purpose (Al-Marroof & Al-Emran, 2018). Also, the authors found that over 34.94% of undergraduate students prefer to use GrabPay as their wallet service because of the perceived ease of use available in the application. The highest mean score for perceived ease-of-use indicates that the ease with which an e-wallet can be used is a key factor in its acceptance (Teo, Law & Koo, 2020). The suggestion service providers can improve their e-wallet convenience of use by paying closer attention to its structure and device architecture. (Vy, 2019). The wallet payment service must be as easy to use as the users' existing payment system, causing them to consider converting to the wallet for future purchases. There a several suggestions that the aspect ease of use by Tandon, Kiran & Sah (2017) such as the technology product's user-friendly layout and interface, the product's initial effort-free user experience, the ease of finding required features, the flexibility of the collection of required activities and the speed at which users can navigate and make purchases and the users' controllability when using the technology product.

2.3.3 Perceived usefulness

Perceived usefulness can be described as a customer's perception of a new service's ability to offer several benefits to them and to assist them in improving their job performance when using it (Mathwick, Malhotra & Rigdon, 2001). It is also the most important element used in technology acceptance model (TAM). According to this authors, perceived usefulness has a favourable impact on behavioural purpose. For example, other studies have shown that the perceived utility of an internet payment system, such as e-payment, e-banking, or e-wallet, has a significant impact on the users' behavioural intentions. Technically, the e-wallet

network is a very powerful means of payment for a variety of purposes during physical separation or self-quarantine times.

Furthermore, e-wallets can be used as an alternate payment mechanism to assist the government in reducing the possibility of COVID-19 spreading (Aji, Berakon & Husin, 2020). Consumers may use mobile payment services if they feel that doing so will help them save money or improve the quality with which they perform different transactions (Lwoga, 2017). This statement has been proven through research by Lubua, Semlambo and Pretorius (2017) stated 60% of respondents who want technology to give them convenience and comfort to them when using the application are in line with perceived usefulness. As a result, the research hypothesizes that perceived usefulness has a favourable effect on behavioural desire to use an e-wallet payment facility. But perceived usefulness is the only non-significant independent variable in this sample, most likely because 28.5% of respondents do not have an e-wallet and therefore do not understand the advantages and utility of using one, as shown by the lowest values of perceived usefulness among the other variables (Teo et al., 2020). This result was support by research Aji, Berakon and Husin (2020) where it is the impact of perceived usefulness on e-wallet adoption is not substantially different between Indonesia and Malaysia. Also, according to the test results, the hypothesis of perceived usefulness has a favourable association with purpose and adoption, and therefore is important and acknowledged as the second major variable influencing Malaysians' use of e-wallet (Alwi et al., 2019).

Also, perceived usefulness was found to be a major factor in users' attitudes and intents to usefulness. On both sample groups, there was a substantial degree of impact. This demonstrates that customers should be aware that utilizing an E-wallet might provide them with additional benefits. A key impediment to good attitudes and intents is a lack of awareness of the E-wallet's perceived usefulness (Aydin & Burnaz, 2016).

2.3.4 Social Influence

A social influence it is refers different names such as subjective norms, and social norms have also been used to describe social impact in various theories. It is characterized as a deliberate or accidental change in behaviour caused by one person on another (Mei & Aun, 2019). Social influence can come from a variety of sources such as family members, peers, teachers, celebrities and people around them. Stated young customers are mostly motivated by social influence to embrace emerging technologies, such as e-Wallets (Saadon & Long, 2020). According to Yang, S. et al., (2012), social impact has a large indirect impact throughout the early stages of adoption. According to this author, social influence has a strong indirect effect during the early stages of adoption by favourably enhancing associated advantage and adversely impacting perceived risk. As a result, it was discovered that social influence had a direct impact on potential and present users. The purpose of this study is to examine the elements influencing behavioural conviction, social factors, individual characteristics, and the desire to adopt mobile payment services in China at both the pre- and post-adoption stages.

Consumers' attitudes on the adoption of new innovative items via technological services are influenced by social influences such as family and friends (Yang, S. et al., 2012). Social influence, the second most significant factor of consumer intentions, is critical to promoting customers' intents to use e-wallets since it may help customers in developing nations acquire emotional and logical viewpoints (Yang et al., 2021). People change their thoughts and attitudes to satisfy the needs of a social community because of their sense of the need to behave in a certain way to face social influence (Haderi & Aziz, 2015). Similarly, it was discovered that social influence has an impact on online users' intentions to utilize

Internet services (Martins, Oliveira, & Popovič, 2014). While, according to the survey, social influence had an impact on everyone is thinking when it came to using new creative items through technological services (Chaouali, Yahia & Souiden, 2016). Social influence has positive relationship towards on the behavioural intention to use e-Wallet (Abdullah, Redzuan & Aziah Daud, 2020).

Furthermore, Aydin and Burnaz (2016) found that social impact has little impact on mobile payment uptake in their study. The study's objective was to ascertain the elements that influence people's views and intentions toward mobile payment systems, both users and nonusers. According to the findings, social influence is not significantly different among groups due to lower usage and knowledge of mobile payment methods because e-wallets that are still in their infancy can be the cause of the limited number of users in this new market segment.

2.3.5 Government initiative

According to Chua (2020), government initiatives are critical to the commercial adoption of development technology goods and services. Chua's findings suggest that government funding is an effective tool for motivating demand for innovations through infrastructure development. These initiatives have the potential to avert the market failure of technologies that have the potential to provide enormous advanced value to society. According to Lin and Ho (2009), government backing has a significant impact in the adoption of technologies. They discover that the government encourages the deployment of radiofrequency identification (RFID) technology in China's logistics business by giving resources and policies (Kang & Park, 2012) conduct a survey on SMEs in biotechnology in South Korea and discover that government initiative is beneficial in improving innovation

output. According to a survey conducted by Ramanathan and Ko (2014), government support has gotten little attention in the literature on electric car uptake. In their conceptual framework of e-wallet, see government initiatives as moderators in controlling the relationship between intention to use and actual adoption based on these existing data (Chua, 2020). The consideration of government backing can help the TAM gain a better understanding of how e-wallets are used in Malaysia. According to the study, with government initiatives, the intention to use an e-wallet and practical use of an e-wallet among Malaysian smartphone owners will be more closely associated.

2.4 HYPOTHESES DEVELOPMENT

The literature review and theoretical background reveal that there appears to be a relationship between e-wallet consumption factors and level of acceptance e-wallet as a medium of payment among public university students in Malaysia. However, the integrated relationship between these variables has not been empirically investigated. Hence, this study proposes to test examine the relationship and significant influence among these variables.

This study focuses on the e-Wallet consumption factors and level of acceptance of the e-wallet as medium of payment among public university students in Malaysia. Based on the consumption factors using e-Wallet, the following hypotheses are derived:

H1: There is a relationship between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H2: There is a relationship between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H3: There is a relationship between consumption factors in terms of social influence and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H4: There is a relationship between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H5: There is a significant influence between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H6: There is a significant influence between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H7: There is a significant influence between consumption factors in terms of social influence and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H8: There is a significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

2.5 CONCEPTUAL FRAMEWORK

The purpose of this study is to examine the relationship between e-wallet consumption factors and the level of acceptance e-wallet as a medium of payment among public university students in Malaysia. This section describes the propose of the theoretical framework. In general, the main theories underlying the theoretical framework of the proposed study consist of Unified Theory of Acceptance and Use of Technology (UTAUT) and Technology Acceptance Model (TAM). According to Punch (2000), explains the status of the conceptual framework on subject matter and its relationship to each other. To perform the analysis according to the framework, we test four hypotheses made.

Figure 2.1 illustrated the research framework for this study. It has two key components which are e-wallet consumption factors and level of acceptance e-wallet as a medium of payment among public university students in Malaysia. E-wallet consumption factors serve as the independent variable while level of acceptance e-wallet is the dependent variable. This framework was adopted from two different articles which are Cashless Transactions: A Study on Intention and Adoption of e-Wallets and Towards an understanding of the consumer acceptance of mobile wallet.

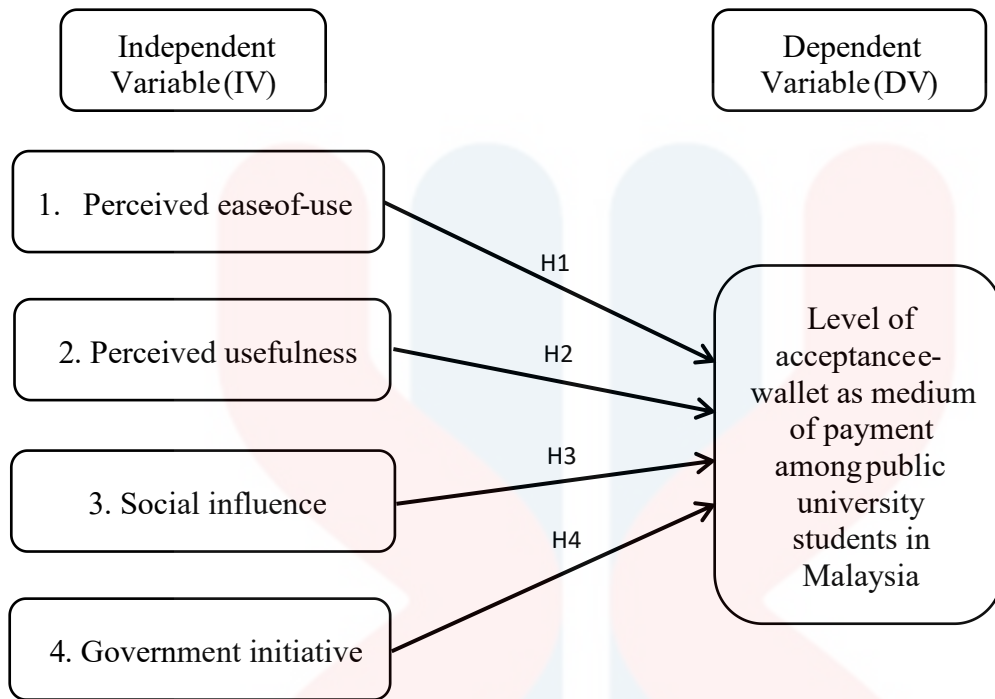


Figure 2. 1: The conceptual framework on the relationship between e-wallet consumption factors and level of acceptance e-wallet as medium of payment among public university students in Malaysia adapted from Marvello et al. (2021) and Wasiul et al. (2020).

2.6 SUMMARY

This chapter is about the literature review related to the topic which is e-wallet acceptance as a medium of payment among public university students in Malaysia. There are two related theories and models in this study which are Unified Theory of Acceptance and Use of Technology (UTAUT) and Technology Acceptance Model (TAM). Both theories are related to this topic and influenced the level of acceptance of e-wallet as a medium of payment among public university students. Furthermore, this study used numerous of articles and journals to obtain a critical review of literature to the topic of the research to acknowledge other researchers who have laid the groundwork in this topic.

Next is hypothesis statements. There are eight hypotheses obtained to tested in this study as illustrated in section four. These hypotheses will provide a temporary forecast of the relationship between the variables and provide a framework for reporting findings as well as conclusions. The research framework which also serves as the conceptual framework of this study that depicts the relationship between e-wallet consumption factor and the level of acceptance among public university students in Malaysia has been described. The researcher also elaborates the variables involved in this study by providing the dimensions, elements and definitions of e-wallet consumption factor and the level of acceptance.

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

This chapter summarises the research methods employed in the study. It comprises information about the participants, such as the study's eligibility requirements, the participants' characteristics, and the sampling method used to select them. In this study, the researcher will explain how the data and information needed to address the study questions and goals were obtained, analyzed and assessed. The first section discusses a researcher's framework for selecting study methodologies and techniques. Then, the factors that will influence the study procedure is the relevance of the results that will be gained from the research. The research technique, data collecting method, sample plan, and analysis plan is the important key of the research methodology. This chapter also will be explained how questions designed to collect data from respondents and the pilot test will be testing to evaluate the feasibility, time, cost, risk, and performance of a research project. As a result, this chapter will discuss the technique used in this analysis as well as the entire procedure involved in doing this research.

3.2 RESEARCH DESIGN

In this research, we wanted to investigate the level of acceptance towards e-wallet. This study employs a quantitative research strategy that includes the use of a questionnaire. Through this study design, which involves planning and arranging study design and activities,

the researchers will be able to access the link between independent factors and dependent variables.

3.3 DATA COLLECTION METHODS

An online method is used to collect data. We utilise this strategy since our target respondents are Malaysian e-wallet users, and it is the most convenient way to gather data abroad via the internet. We use the geographical targeting mechanism within the social media platform by promoting our posts to receive additional potential respondents from Malaysia. Questionnaires are the most common way. The demographic profile is included in the questionnaire, e-wallet consumption factors in student's businesses and level of acceptance e-wallet as medium of payment in student's businesses in Malaysia. This study's research approach is quantitative, and it employs an e-questionnaire created in Google Form using online method to make it easier for respondents to answer and collect data from them. We distribute questionnaires through social media such as WhatsApp, Instagram, Facebook and others. This research uses primary data because it is all about the new study on the acceptance e-wallet as medium of payment in student's businesses in Malaysia to gain new data. Hence, primary data is usually objective and gathered directly from the source, it is very dependable. One benefit of using primary data is that researchers are getting data for the study's specific aims. In summary, the researchers' queries are intended to extract facts that will aid in the research.

3.4 STUDY POPULATION

FACULTY ENTREPRENEURSHIP AND BUSINESS

In the research terminology stated on the tophat website, a population can be defined as a comprehensive group of institutional individuals or the like by having general characteristics that are appropriate to the study conducted by the researcher. The general characteristics of a group will help it to have differences with other individuals, institutions and so on. In addition, the term for universe is also used as a synonymous word to population.

Based on the tophat website as well, the population is divided into two parts namely limited population and unlimited population. The term finite population refers to a population that can be calculated easily and within a limited scope. While unlimited population refers to an unlimited population and the exact number is unknown. However, an unlimited population can still be counted but it requires a complicated procedure. The intended procedure is through survey activities to gather the necessary information and data from the entire population studied. In a simple sense, the procedure should be implemented using the census method.

Through the calculation of sample size using Krejcie and Morgan (1970) formula is 383. While the total sample size stated in the table Krejcie and Morgan (1970) based on the total population size is 384. Therefore, the sample size for this study is between the number of 383 to 384. Based on our discussion to obtain a fixed number for the sample size, we chose to use the largest number of 384 respondents. However, the collection of respondents that will be made is a total of 400 respondents to avoid problems such as errors, uncertainty and so on. In addition, the number of respondents from each of the 20 public universities will be taken in a balanced manner, which is 400 divided by 20, so the number of respondents from each university is 20 students. This is because the data collected needs to be equal so that the conclusions made are also fair and equal.

3.5 SAMPLE SIZE

In social science and educational research, sample size can be defined as a representative group of a predetermined population. In other words, the sample size is a small fraction of the population selected to be the respondents in a particular study. According to Young “A statistical sample is a miniature picture of cross selection of the entire group or aggregate from which the sample is taken”. Therefore, the amount of sample size taken is very important to help researchers to obtain satisfactory results. According to Arrindel and Van der Ende (1985), another factors impacting the sample size, when data is studied through factor analysis, is the ratio of sample subjects to factors. This ratio should be more than 20: 1 for purposes of producing reliable factors.

Based on the description, this study uses the Krejcie and Morgan formula to obtain the appropriate sample size based on the total population that has been set. The Krejcie and Morgan formula (KMT, Krejcie & Morgan, 1970) is well known for sample size determination among behavioural and social science researchers. Krejcie and Morgan (1970) have produced two methods to obtain or determine the appropriate sample size for the total population that has been set for a study. The two methods are through the calculation of formulas and through table references that have been created by them. To obtain validity, this study has used both methods that have been mentioned, namely through formula calculation and through reference.

The following is the determination of the sample size for this study:

- a) Calculation using the formula:

$$n = \frac{x^2 N P (1 - P)}{e^2 (N-1) + x^2 P(P-1)}$$

x^2 = Chi-square table value

e^2 = Margin of error

P = Population Proposition

N = Population size

Based on the formula, we as researchers have set the amount or percentage to be used in this study. The following are the determinations and calculations performed:

$$n = \frac{x^2 N P (1 - P)}{e^2 (N-1) + x^2 P(P-1)}$$

1. Population size (N) is 182 722 students.
2. At 95% confidence level with degree of freedom 1 the chi-square value is (x^2) 3.841
3. At 95% confidence level the margin of error is (e) is 0.05
4. Population proportion (P) is 0.5

Or

1. N = 182 722 students
2. x^2 = 3.841
3. e = 0.05

4. P = 0.5

$$n = \frac{3.841 \times 182\,722 \times 0.5 \times (1 - 0.5)}{((0.05)^2 \times (182\,722 - 1)) + (3.841 \times 0.5 \times (0.5 - 1))}$$

$$n = \frac{175\,459}{456.8\,025 + 0.96\,025}$$

$$n = \frac{175\,459}{457.76\,275}$$

$$n = 383.2 \sim \boxed{383}$$

b) References using tables:

Table 3. 1: Krejcie and Morgan (1970)

FACULTY ENTREPRENEURSHIP AND BUSINESS

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970.

Additional Info:

N = Population size

S = Sample size

How to Use Table:

$N = S$

Based on the table and the method to use the table, it can be understood that the determination of sample size for a study is $N = S$. Population size (N) for this study is 182 722. However, the number is not listed in the table Krejcie and Morgan (1970). Therefore, the total population size should be rounded to the number or the nearest and listed in the table. With this, the total population size set of 182 722 should be rounded to 1 000 000 ($N = 182\ 722 \sim 1\ 000\ 000$). Based on the table, the total sample size for the total population size of 1 000 000 is 384 ($N = S / 1\ 000\ 000 = 384$).

Through the calculation of sample size using Krejcie and Morgan (1970) formula is 383. While the total sample size stated in the table Krejcie and Morgan (1970) based on the total population size is 384. Therefore, the sample size for this study is between the number of 383 to 384. Based on our discussion to obtain a fixed number for the sample size, we chose to use the largest number of 384 respondents.

3.6 SAMPLING TECHNIQUES

The researchers guarantee that everyone in the population has an equal and independent probability of being chosen for the sample, and that there are no biases. The term "simple random sample" refers to the fact that every instance in the population has an equal chance of being included in the sample. When using random sampling it is easy to find respondents because there are no specific features required. The sampling technique that will be used in this research is probability technique. There are several types of probability techniques which include our used technique. The sampling technique that we are using is a simple random technique. Each sample has an equal chance of being picked in probability sampling. A probability sample is one in which each element of the population has a known non-zero chance of being selected. This sampling approach determines the likelihood that our sample is representative of a population. Probability sampling methods include simple random sampling systematic sampling stratified sampling and cluster sampling. However, in this study we are employing simple random sampling, a type of probability sampling in which the researcher picks a subset of participants at random from a population. Is a member of the population having an equal chance of being select. Data is collected from as large a percentage as possible of these random subsets. Basically, this method is the most straightforward of all the probability sampling methods since it only involves a single random

selection and requires little advance notice about the population. It is because this method use randomization any research performed on this sample should have high internal and external validity.

After using simple random sampling, the data were collected using the snowball sampling method. Snowball is a technique that was developed by respondents through suggestions from a random sample. Snowball is a type of non-probability technique and snowball sampling is choosing the participants to find more participants for making a sample group. The reason why using this technique is to get respondents from the circle we target.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

A survey questionnaire, which contains questions specific to the study, is the main tool being used in this study. To be more precise, the testing instrument would be a self-administered questionnaire. A self-administered questionnaire, according to Lavrakas (2008), is a series of questions designed to collect data from respondents, and they can complete the questionnaire without the intervention of researchers during the data collection process.

Questionnaire Design

The questions in section A are all about demographic details, such as each respondent's gender, age, race, level of education, university institutions, income level, and using contactless payment or not. A simple-dichotomy question is a fixed-alternative inquiry in which the respondent must choose between two options. In part A, a simple-dichotomy question is utilized. A determinant-choice question, which is a fixed alternative question that requires the respondent to pick among multiple viable options, is also used in section A.

For example:

Section A: Demographic Profile

1. Gender (Jantina)

Male/ Lelaki	
Female/ Perempuan	

2. Age (Umur)

<20	
21-22	
23-24	
>25	

3. Race (Bangsa)

Malay	
Chinese	
Indian	
Other	

In section B of the questionnaire consist of 5 parts, each part consists of minimum 4 questions of which will be used to measure the dependent variable level of acceptance e-wallet as medium of payment among public university students, and the other 16 questions will be used to test the other four independent variables e-wallet consumption factors which is perceived ease of use, perceived usefulness, social influence, and government initiative.

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Furthermore, a 5-point Likert Scale rating technique was utilized to assess each of the items in section B of the questionnaires, which is an interval scale. The purpose of the Likert Scale rating method is to evaluate an attitude by allowing respondents to indicate how strongly they agree or disagree with questions ranging from highly positive to highly negative toward the items under test. Each element will be tested on 5-point scales in which from 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree.

For example:

Independent Variable

i) Perceived ease of use

Statement	1	2	3	4	5
1. The use of e-wallet payment method is clear and understandable. (Penggunaan kaedah pembayaran e-wallet adalah jelas dan difahami.)					
2. I believe that e-wallet payment services would be easy to use. (Saya percaya bahawa perkhidmatan pembayaran e-wallet akan mudah digunakan.)					
3. Using e-wallet payment services is not mentally challenging. (Menggunakan perkhidmatan pembayaran e-wallet tidak mencabar mental.)					
4. E-wallet payment technology is easy to learn. (Teknologi pembayaran e-wallet mudah dipelajari.)					

The origin of the questionnaire is shown as below:

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Table 3. 2: Origin of Questionnaire

1) Level of acceptance e-wallet as medium of payment among public university students in Malaysia.			
No.	Questions	Originals	Sources
1	I intend to use e-wallet when the merchants have a high percentage of acceptance.	I intend to use e-wallet when the merchants have a high acceptance rate.	Adapted from Chua (2020)
2	I intend to use e-wallet if the application operates without issues.	I intend to use e-wallet if the application runs smoothly.	
3	I prefer to use any e-wallet application rather than cash payment.	I prefer to use e-wallet rather than cash payment.	
4	I intend to utilize an e-wallet more frequently in the future.	I intend to increase my use of e-wallet in the future.	Adapted from Yang, M.; Mamun, A.A.; Mohiuddin, M.; Nawi, N.C.; Zainol, N.R.

2) Perceived ease of use			
No.	Questions	Originals	Sources
1.	The use of e-wallet payment method is clear and understandable.	The use of e-wallet payment method is clear and understandable.	Adapted from Chwah Chee Xuan et al. (2018)
2.	I believe that e-wallet payment services would be easy to use.	The use of e-wallet payment method is clear and understandable.	
3.	Using e-wallet payment services is not mentally challenging.	The use of e-wallet payment method is clear and understandable.	

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4.	E-wallet payment technology is easy to learn.	The use of e-wallet payment method is clear and understandable.	
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3) Perceived Usefulness

NO.	Questions	Originals	Sources
1.	Using e-wallet saves me time.	Using e-wallet saves me time.	Adapted from Vy, T. N. (2019)
2.	E-wallet is a practical option in making payment.	E-wallet is a practical option in making payment.	
3.	Using e-wallet makes it easier for me to carry out my day-to-day tasks.	Using e-wallet makes it easier for me to carry out my day-to-day tasks.	
4.	Using e-wallet is the trend of the modern lifestyle.	Using e-wallet is the trend of the modern lifestyle.	

4) Social influence

No.	Questions	Originals	Sources
1	People who influence my behaviour think that I should use the e-wallet as a medium of payment.	People who influence my behaviour think that I should use the contactless payment.	Adapted from Chwah Chee Xuan et al. (2018)
2	I will use e-wallet as a medium of payment if the service is widely used by people in my surrounding.	I will use contact-less payment if the service is widely used by people in my community.	
3	Almost all my family members and friends use e-wallets as medium of payment.	Almost all my friends use e-wallets. My family members use e-wallets.	Adapted from Marvello et al. (2021)

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4	Both my family and person who are important to me affect my intention to use the e-wallet as medium as payment.	Family and people who are important to me affect my intention to use the e-wallet.	Adapted from Siew Chein Teo et al. (2020)
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5) Government initiative			
No.	Questions	Originals	Sources
1	The Malaysian government encouraged the public to make medium of payment transactions using e-wallets during the COVID-19 pandemic.	During COVID-19 pandemic, the government encourages payment transaction using e-wallets.	Adapted from Hendy Mustiko Aji, Izra Berakon & Maizaitulaidawati Md Husin (2020)
2	The Malaysian government gave great priority to e-wallet server facilities as a medium of payment during pandemic COVID-19 pandemic.	During COVID-19 pandemic, the government ensures e-wallets server facilities.	
3	During the COVID-19 pandemic, the Malaysian government encouraged the public to innovate the medium of payment methods through e-wallets.	During COVID-19 pandemic, the government encourages payment innovation via e-wallets.	
4	During the COVID-19 pandemic, the Malaysian government increased control the medium of payment operations through e-wallets to ensure security.	During COVID-19 pandemic, the government controls e-wallets payment operations.	

Pilot Test

A pilot study is undeniably important and crucial to do prior to the large-scale data gathering in the research project (Hassan, Schattber, & Mazza, 2006). According to

Teijlingen and Hundley (2001) in their social research survey, a pilot study prior to data collection may help determine the dependability of the research protocol, analyze potential difficulties, and assess if the approach utilized is useful and efficient. To elaborate, a pilot test will be conducted on subgroups within the sample that are required for the study (Center for Evaluation and Research - Tobacco Control Evaluation Center, 2011). This is an experiment that will allow us to adjust and identify the problem with the questionnaire survey before it is distributed to the main respondents. Furthermore, it avoids unclear questions and answers that have diverse meanings; therefore, the pilot test will aid in reducing questionnaire error and obtaining correct data throughout the major data collection procedure. Our pilot test will be calculated 10% using the total of our respondents which is 384 multiplied by 10%. Then, our total pilot test is 38 respondents and will be selected separately from our total sample size.

3.8 MEASUREMENT OF THE VARIABLES

The scale of measurement is a tool mechanism by which individuals are distinguished as to how they differ from one another on the variables of interest to the study. There are 4 types of scales which are nominal, ordinal, interval, and ratio. The research instrument that will be used in this study is the questionnaire therefore, the types of measurement scale that applied in this survey questionnaire are nominal, interval and ratio. Therefore, ordinal scale measurement is not used in this research. The questionnaires are divided into two sections which are in Section A and Section B. Section A will apply the nominal and ratio scales because it will ask about the demographic profile of the targeted respondents. Whereas Section B applied interval scale for dependent and independent variables from the framework that was adopted from the previous studies. Besides, 5-point Likert scales are applied in this

second section to get accurate data. This questionnaire will help researchers to examine each variable of scales involved because the data collected will be analysed.

3.8.1 Nominal Scale

Nominal means categorized variable, and its values cannot be ranked. This scale is popularly used in qualitative variables. It will help researchers to set the subjects to certain categories or groups. In questionnaires, the nominal scale such as gender (male or female), age (19 years old until above 24 years old), race (Malay, Chinese, Indian or others), level of education (diploma until professional certificate), universities, income level and using contactless payment or not. All these questions will be categorized to determine the demographic profile for each targeted respondent.

3.8.2 Interval Scale

Interval scale means the values of the variable can be ranked and the differences of the values show the distances between the values. Intervals have equidistant points along some underlying continuum. Likert scale is used as one of the most basic psychometric tools and is often used in educational and social science research (Ankur J., 2015). This scale is measured in quantitative attributes. All numbers of answers 1 to 5 in Likert scales represent the level of acceptance. This scale has no real zero point. It categorizes to denote the differences and rank-orders categories in some meaningful way. We used mean, mode, median and standard deviation to measure the central tendency in this research. Besides, a 5-point Likert scale used in the research ranging from strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly

agree (5) is designed to examine how strongly the statements agree or disagree. This Likert scale is applied in Section B in questionnaires.

3.8.3 Ratio scale

Ratio is differences of the values show the distances between the values and the ratio of values if defined as the variable has a true zero point. This means an even number of zero also will give a meaning. Researchers used ratio scale in Section A of questionnaires for age and income level of respondents.

3.9 PROCEDURE FOR DATA ANALYSIS

3.9.1 Data Processes and Data Analysis

The data was entered into the SPSS software once all of the data had been obtained for analysis and hypothesis testing. The data collected for this study will be computed and analysed using the Statistical Package for the Social Science (SPSS). SPSS is a multi-purpose and responsive program designed to run a wide range of statistical procedures and is widely used in a range of disciplines and is available for all computers. A total of 384 sets of questionnaires will be distributed in selected universities and all data compiled to be analysed. It is particularly to express the relative frequency of survey responses.

3.9.2 Descriptive Analysis

A descriptive analysis will be utilized to describe the characteristics of the data through mean, median, standard deviation, variance, range, and percentile. This is a way to summarize the data collected and describe the data that occurred in the sample. Therefore, descriptive analysis can help researchers to study features that will influence research conclusions. These data will then be transformed. Detailed explanation of the results will be in Chapter 4.

3.9.3 Reliability Test

According to Rosaroso (2015), reliability is a critical quality of any test whether written test, performance appraisal, informal observation or questions. Therefore, reliability is also known as consistency or repeatability of such measurements (Anne Bruton, 2000). This has to do with the accuracy of the measuring instrument. According to Peter M. Fayers (2002), a scale that can produce reproducible and consistent results is the meaning of reliability of scale. Reliability focuses on measuring on generate quantitative data in which interval and ratio data (Anne Bruton, 2000). We use a standard measure of instrument reliability, Cronbach's Alpha to measure reliability by calculating the reliability coefficient assesses the consistency of the entire scale with this reliability instrument and being the most widely used measure. Cronbach's alpha is a reliability coefficient that indicates the extent to which one group of items or variables is positively correlated with another. This reliability test is to ensure that consistent results will occur without bias and is an indicator for the reliability of the measurements and getting consistent measurements over time.

3.9.4 Pearson Correlation Coefficient

Coefficients indicate correlations between variables can be measured with the use of different (Jan Hauke, 2011). Pearson Correlation Coefficient measures the strength and direction of a linear relationship between two variables, describing the direction and extent to which one variable is linearly related to another (Sorana-Daniela Bolboaca, n.d.). According to Haldun Akoglu (2018), this tests use the data from the two different variables to test it whether there is a linear relationship between both variables as its first step is to check the relationship by using a scatter plot for linearity then Pearson's r calculated by a parametric test.

The Pearson correlation coefficient is represented in a sample by r whereas in the population from which the sample was drawn it is represented by ρ . The coefficient is measured on a scale with no units and can take a value from -1 through 0 to $+1$ or $-1 \leq r \leq +1$ as it denoted as R .

Thus, there are types of correlations used to indicate whether one of the rising variables tends to influence the other variable. Firstly, an estimation of 0 means one variable has no tendency to influence another variable and gives the assumption that there will be no correlation between both variables. Secondly, the figure of -1 and below 0 means that there is a negative or a strong negative correlation relationship between independent variable and dependent variable. It can also be said that there exists between two variables. Therefore, data will be located on the spread plot with a perfect straight line in the downward slope. If there is negative correlation, when one variable increases, the other variable will decrease and vice versa. Third type of correlation is a positive correlation. It exists when the figures show more than 0 to $+1$. Therefore, since positive correlation tends to increase from one variable to another, the scatter plot will be a positive slope and an upward slope. According to Chwah et al. (2018), if the range fall between 0.40 to 0.59 or -0.40 to -0.59 , it considers as moderate

correlation. Different correlation values indicate different correlation strengths (Sedgwick, 2012).

3.9.5 Multiple Linear Regression Analysis

According to Gulden Kaya Uyanik (2013), regression analysis is a statistical technique to predict the relationship between several independent variables and a dependent variable. By using many independent variables, it is very important for the researchers to study all the independent variables independently towards its dependent variable, by keeping all other variables fixed. In a recent study, level of acceptance e-wallet as a medium of payment among public university students in Malaysia will be the dependent variable whereas the independent variables will be classified into four which are perceived ease of use, perceived usefulness, social influence and government initiative.

Significance levels of 5% will be tested in this study. If the p-value is greater than 0.05, therefore the result indicates that the null hypothesis will be rejected. This means the independent variable that is considered is not significant at 5% level of significance. However, if the p-value is less than 0.05 or 5%, this indicates that there is a significant relationship between the independent variable and dependent variable at the level of significance at 5%. Therefore, do not reject the null hypothesis. Next, the beta value of each of the independent variables has a greater impact on the dependent variable. The greater the value of beta, the greater the tendency of the independent variable towards the dependent variable. Therefore, the result of which should be less than the standard deviation of the dependent variable to signify good fit.

3.10 SUMMARY/CONCLUSION

This methodology is inclusive of the research design that will be used in this study. The determination of the population and sample of the study is as it has been set that includes public university students in Malaysia by using the method of Krejcie and Morgan (1970). To obtain more accurate information on the relationship between the factors of e-wallet use and the level of acceptance among public university students in Malaysia, researchers have used primary data by distributing questionnaires to respondents who have been set. The data obtained will be collected and then analysed and discussed to obtain the desired results of the study on the relationship between the factors of e-wallet use and the level of acceptance among public university students in Malaysia. Methods of analysis used to conduct analysis of the data of this study are SPSS, descriptive analysis, reliability test, Pearson correlation coefficient and multiple linear regression. All these methods will be used to analyse the data obtained which will all be discussed in more detail in chapter 4.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this section, the discussion in this section also involves demographic data that have been analyzed through descriptive statistics provided in the Statistical Package for Social Science 26 (SPSS). In addition, this section will also discuss the analysis made in relation to the questions that have been posed on the questionnaire. In other words, the results of the analysis based on the information gathered from the questionnaire will be discussed. Not to forget also, the hypotheses described in chapter 2 will be formulated as either rejection or acceptance. To do this, several tests will be conducted such as reliability test, Pearson correlation analysis, one -way ANOVA test and so on. The details of the discussion are as follows.

4.2 PRELIMINARY ANALYSIS

4.2.1 Pilot Test

Reliability testing is done using internal consistency with Cronbach's alpha technique. According to Mohamad Jais et al. (2020), a Cronbach's alpha coefficient value is considered moderate and acceptable if the alpha value is between 0.6 and 0.8. The measure of Cronbach's Alpha is very susceptible to the number of items, which means that lower Cronbach's Alpha can be accepted if the variable indicators have only two or three items. In this research, the researchers had conducted a pilot test with 38 respondents, whereby the reliability test of this pilot test is used to obtain the validity of variables. Table 4.5.1 shows that Cronbach's alpha

scales for each variable to know whether the instrument is considered to meet the reliability requirements or not.

Table 4. 1: Scale of Cronbach’s Alpha

Internal Consistency	
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Adapted from Chua et al. (2020)

4.2.2 Reliability Test for Pilot Test

Table 4. 2: Summary of Reliability Analysis for Pilot Test

Variables	Cronbach’s Alpha	No of Items	Level of Reliability
Level of acceptance e-wallet	0.708	4	Acceptable
Perceived ease of use	0.612	4	Questionable
Perceived usefulness	0.897	4	Good
Social influence	0.752	4	Acceptable
Government initiative	0.896	4	Good

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To evaluate the data reliability, Cronbach's alpha was used in the pilot test. The value of Cronbach's alpha obtained for the variables is greater than 0.6 which is ranged from 0.612 to 0.897. Therefore, this indicated that the measurements for all variables for the pilot test are reliable in this study. Therefore, after Cronbach's alpha value was received then the researcher conducted the actual study to administer the questionnaire in the field.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

A total of 384 responses were successfully obtained from the questionnaire that the researcher shared through social media platforms such as google form to students from all public universities throughout Malaysia.

The discussion of the respondent's profile is as follows:

Table 4. 3: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	141	36.7	36.7	36.7
Valid Female	243	63.3	63.3	100.0
Total	384	100.0	100.0	

Respondents consisted mainly of females with a total of 243 respondents (63.3%) and 141 males (36.7%).

Table 4. 4: Age

	Frequency	Percent	Valid Percent	Cumulative
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				Percent
	<20	75	19.5	19.5
	21-22	132	34.4	34.4
Valid	23-24	169	44.0	44.0
	>25	8	2.1	2.1
	Total	384	100.0	100.0

The age of the respondents showed that the majority were from the age group of 23-24 which is 169 (44.0%). <20 years with 75 (19.5%) respondents. 21-22 years 132 (34.4%) respondents and > 25 with 8 (2.1%).

Table 4. 5: Race

		Frequency	Percent	Valid Percent	Cumulative Percent
	Malay	368	95.8	95.8	95.8
	Chinese	8	2.1	2.1	97.9
Valid	Indian	4	1.0	1.0	99.0
	Other	4	1.0	1.0	100.0
	Total	384	100.0	100.0	

In terms of race, 95.8% (368) are Malays which is the majority and 2.1% (8) are Chinese 1.0% (4) of the 384 respondents are from the Indian race while other races comprise 1% (4).

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Table 4.6: Level of education

Table 4. 6: Level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	52	13.5	13.5	13.5
Bachelor's Degree	327	85.2	85.2	98.7
Master's Degree	3	.8	.8	99.5
Valid PhD	1	.3	.3	99.7
Professional Certificate (Eg: ACCA / CPA / CFA / CIMA)	1	.3	.3	100.0
Total	384	100.0	100.0	

The highest level of education of the respondents was from the Education group at the level of bachelor's degree 327 (85.2%). Diplomas consisted of 52 (13.5%) respondents. Master's degree with 3 (0.8%) respondents while only one PhD (0.3%) is the same as a professional certificate with one respondent.

Table 4. 7: University

	Frequency	Percent	Valid Percent	Cumulative Percent
Universiti Malaya (UM)	19	4.9	4.9	4.9
Valid Universiti Sains Malaysia (USM)	19	4.9	4.9	9.9
Universiti Kebangsaan	19	4.9	4.9	14.8

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Malaysia (UKM)				
Universiti Putra Malaysia (UPM)	19	4.9	4.9	19.8
Universiti Teknologi Malaysia (UTM)	19	4.9	4.9	24.7
Universiti Teknologi MARA (UiTM)	19	4.9	4.9	29.7
Universiti Islam Antarabangsa Malaysia (UIAM)	19	4.9	4.9	34.6
Universiti Utara Malaysia (UUM)	19	4.9	4.9	39.6
Universiti Malaysia Sarawak (UNIMAS)	19	4.9	4.9	44.5
Universiti Malaysia Sabah (UMS)	19	4.9	4.9	49.5
Universiti Pendidikan Sultan Idris (UPSI)	19	4.9	4.9	54.4
Universiti Sains Islam Malaysia (USIM)	19	4.9	4.9	59.4
Universiti Malaysia Terengganu (UMT)	19	4.9	4.9	64.3
Universiti Tun Hussein Onn Malaysia (UTHM)	19	4.9	4.9	69.3
Universiti Teknikal Malaysia Melaka (UTeM)	19	4.9	4.9	74.2
Universiti Malaysia Pahang (UMP)	19	4.9	4.9	79.2

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Universiti Malaysia Perlis (UniMAP)	19	4.9	4.9	84.1
Sultan Zainal Abidin (UniSZA)	19	4.9	4.9	89.1
Universiti Malaysia Kelantan (UMK)	21	5.5	5.5	94.5
Universiti Pertahanan Nasional Malaysia, (UPNM)	21	5.5	5.5	100.0
Total	384	100.0	100.0	

In terms of universities, students from UMK and UPNM were 21 (5.5%). While the rest, namely UM, USM, UKM, UPM, UTM, UiTM, UIAM, UUM, UNIMAS, UPSI, USIM, UMT, UTHM, UTeM, UMP, UniMAP and UniSZA are 19 (4.9%) for each public university.

Table 4. 8: E-wallet usage frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
Sometimes	225	58.6	58.6	58.6
Valid Always	159	41.4	41.4	100.0
Total	384	100.0	100.0	

Respondents consisted mainly of students who use e-wallets with usage frequency sometimes is 225 (58.6%) and usage frequency always is 159 (41.4%).

Pie Chart

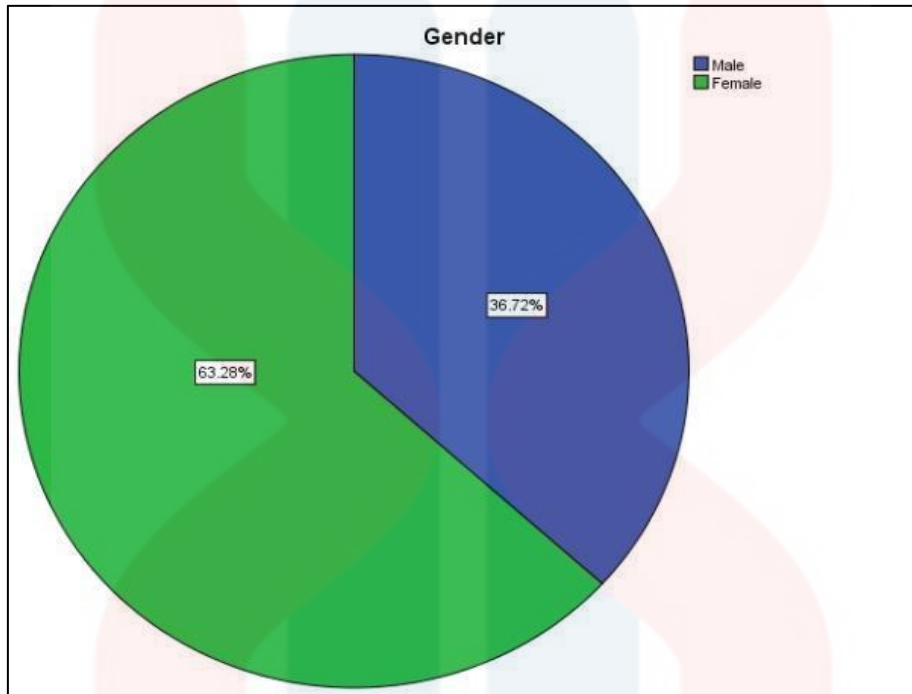


Figure 4. 1: Gender

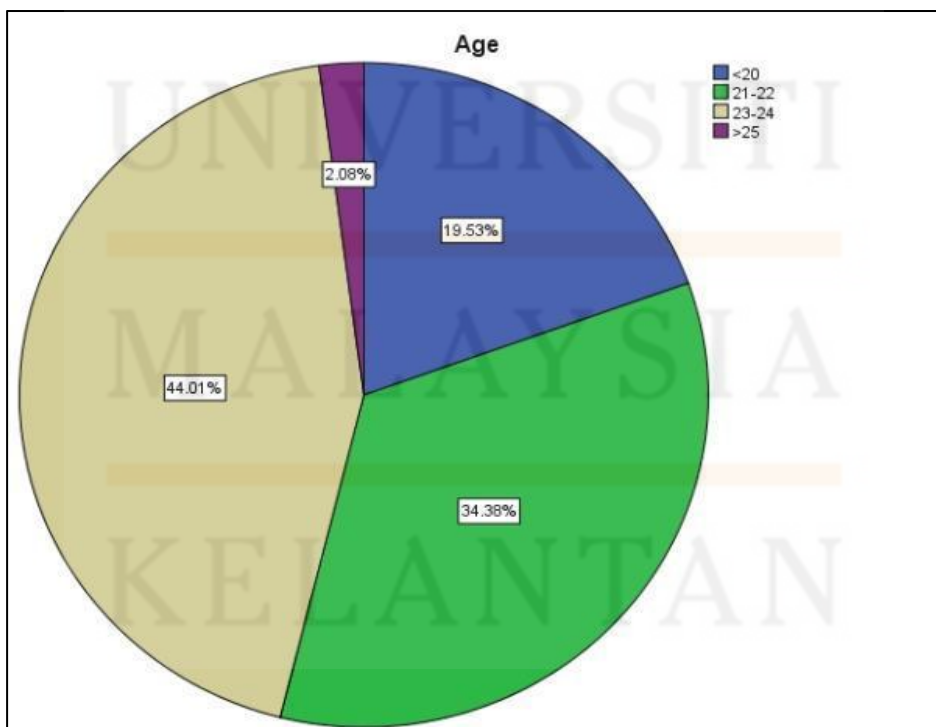


Figure 4. 2: Age

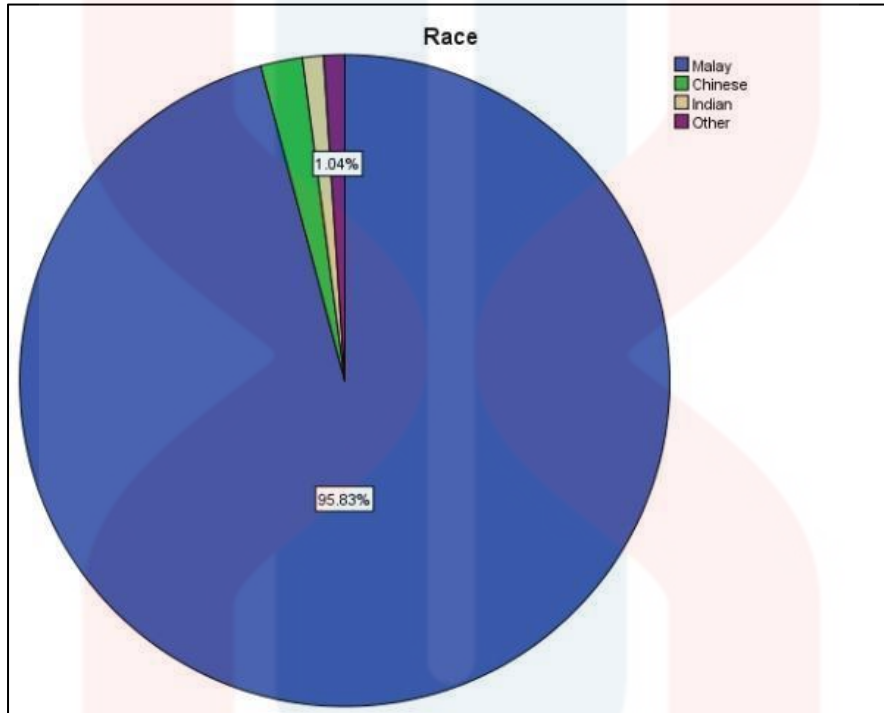
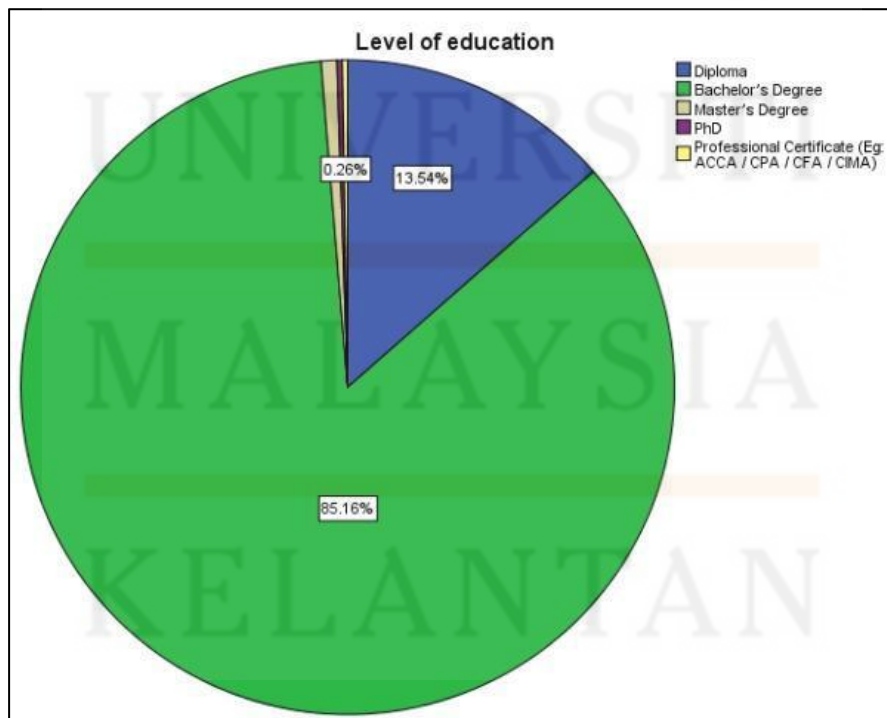


Figure 4. 3: Race



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Figure 4. 4: Level of education

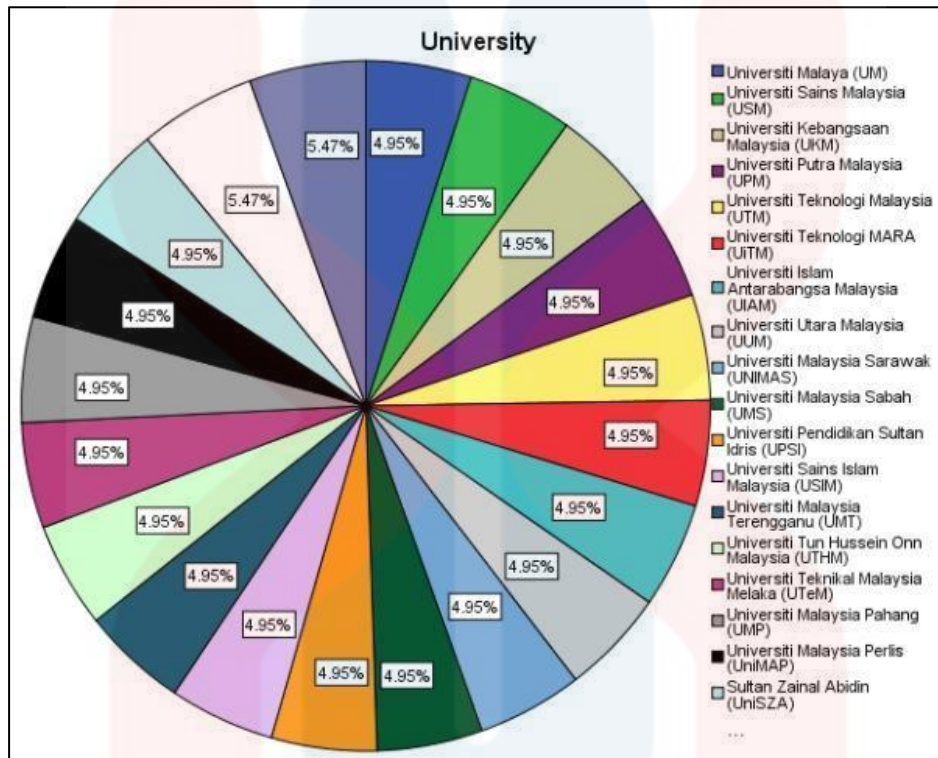


Figure 4. 5: University

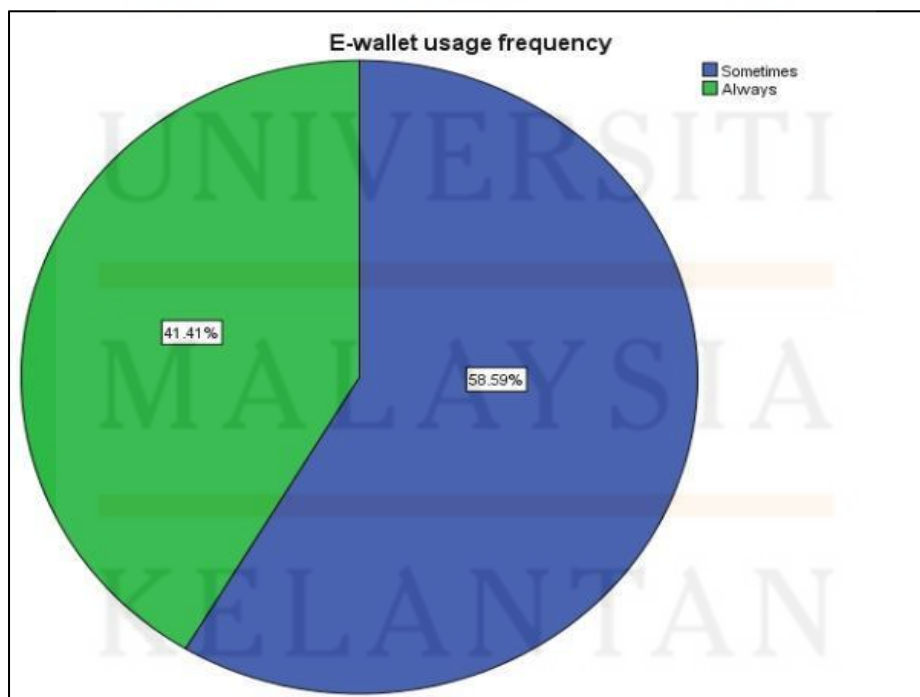


Figure 4. 6: E-wallet usage frequency

4.4 DESCRIPTIVE ANALYSIS

Table 4. 9: Descriptive statistical analysis of level of acceptance

Indicator	Mean	Std. Deviation
I intend to use e-wallet when the merchants have a high percentage of acceptance.	4.23	.735
I intend to use e-wallet if the application operates without issues.	4.44	.675
I prefer to use any e-wallet application rather than cash payment.	4.05	.945
I intend to utilize an e-wallet more frequently in the future.	4.28	.784

Table 4.9 shows the descriptive analysis of dependent variable which is the level of acceptance. The mean value obtained from respondents' answers for the level of acceptance variable from are 4.05 to 4.44. Thus, this indicates that public university students in this study accepted e-wallet as a medium of payment and has a significant impact on continued intention to use these services. When merchants have a high rate of acceptance, respondents intend to use e-wallets., use e-wallet if the application operates without issues, prefer to use any e-wallet application instead of cash payments and use an e-wallet commonly in the future. Overall, the level of acceptance e-wallet as a medium of payment among public university students in Malaysia can be concluded as high.

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Table 4. 10: Descriptive statistical analysis of perceived ease of use

Indicator	Mean	Std. Deviation
The use of e-wallet payment method is clear and understandable.	4.32	.730
I believe that e-wallet payment services would be easy to use.	4.42	.658
Using e-wallet I believe that e-wallet payment services would be easy to use payment services isn't mentally challenging.	4.18	.892
E-wallet payment technology is easy to learn.	4.38	.694

Table 4.10 shows the descriptive analysis of perceived ease of use (PEOU). The mean value obtained from respondents' answers for the PEOU variable from 4.18 to 4.42. This indicates that public university students in this study considered e-wallet as very easy to use as a medium of payment. Therefore, PEUO explains the extent to which the payment method is considered clear and understandable, not mentally challenging to respondents and this technology is easy to learn.

Table 4. 11: Descriptive statistical analysis of perceived usefulness

Indicator	Mean	Std. Deviation
Using e-wallet saves my time.	4.43	.690
E-wallet is a practical option in making payment.	4.35	.715
Using e-wallet makes it easier for me to carry out my day-	4.39	.750

to-day tasks.

Using e-wallet is the trend of the modern lifestyle.	4.48	.654
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Table 4.11 shows the descriptive analysis of perceived usefulness (PU). The mean value obtained from respondents' answers for the PU variable from 4.35 to 4.48. This indicates that public university students in this study considered e-wallet as service is very usefulness as medium of payment when using it. Therefore, PO variable explained the extent to which this service is saving their time, practical option in making payment, easier for them to carry out day-to-day tasks and is one of the trends into modern lifestyle.

Table 4. 12: Descriptive statistical analysis of social influence

Indicator	Mean	Std. Deviation
People who influence my behaviour think that I should use the e-wallet as medium of payment.	4.03	.876
I will use e-wallet as medium of payment if the service is widely used by people in my surrounding.	4.24	.860
Almost all my family members and friends use e-wallets as medium of payment.	3.62	1.153
Both my family and person who are important to me affect my intention to use the e-wallet as medium as payment.	3.83	1.044

Table 4.12 shows the descriptive analysis of social influence (SI). The mean value obtained from respondents' answers for the SI variable are from 3.62 to 4.24. Question 1 and 2

shown higher in agree answers in these questions. Therefore, this indicates that respondents in this study mostly motivated by social influence to embrace adoption of these technologies. They considered acceptance in e-wallet as a medium of payment is influenced by social influences such as people who influence their behaviour think that they should use the e-wallet as medium of payment and respondents will use e-wallet as medium of payment if the e-wallet was used by people in their surroundings.

Whereas the rest questions in this section showed neutral answers by respondents when almost all their family members and friends use e-wallets and affect their intention to use the e-wallet as medium as payment.

Table 4. 13: Descriptive statistical analysis of government initiative

Indicator	Mean	Std. Deviation
The Malaysian government encouraged the public to make medium of payment transactions using e-wallets during the COVID-19 pandemic.	4.48	.685
The Malaysian government gave great priority to e-wallet server facilities as a medium of payment during the COVID-19 pandemic.	4.34	.754
During the COVID-19 pandemic, the Malaysian government encouraged the public to innovate the medium of payment methods through e-wallets.	4.41	.756
During the COVID-19 pandemic, the Malaysian government increased control of the medium of payment operations through e wallets to ensure security.	4.36	.762

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Table 4.13 shows the descriptive analysis of government initiatives. The mean value obtained from respondents' answers for the social influence variable are from 4.36 to 4.48. All four questions shown higher in agree answers in these questions. Therefore, this indicates that government initiatives gave a stronger correlation between the e-wallet level of acceptance. Some respondents considered acceptance in e-wallet as medium of payment is influenced by government initiatives such a government encouraged the public to make medium of payment transactions using e-wallets, gave great priority to e-wallet server facilities as a medium of payment during the COVID-19 pandemic, encouraged the public to innovate the medium of payment methods through e-wallet and increased control the medium of payment operations through e wallets to ensure security during the COVID-19 pandemic.

4.5 RELIABILITY TEST

Table 4. 14: Reliability Test

Variables	Cronbach's Alpha	No of Items	Level of Reliability
Level of acceptance e-wallet	0.806	4	Good
Perceived Ease of Use	0.806	4	Good
Perceived Usefulness	0.806	4	Good
Social Influence	0.820	4	Good
Government initiative	0.878	4	Good

The value of Cronbach’s alpha obtained for the variables is greater than 0.6 which is ranged from 0.806 to 0.878. Therefore, this indicated that the measurements for all variables for the pilot test are reliable in this study.

4.6 NORMALITY TEST

Researchers have conducted normality test analysis using SPSS software. Given that the total sample is 384 respondents (N=384), then the researcher uses the data normality test Kolmogorov-Smirnov^a because N> 30. The results of the analysis show that the table tests of normality for all dependent and independent variables have significant values 0.000. This means the data is not normal because the value of 0.000 is smaller than 0.05.

Therefore, the researcher used a non-parametric version of the test which is the skewness and kurtosis normality test. This normality test was performed on all dependent and independent variables. Therefore, the researchers conducted this test to ensure that The data were normally distributed using skewness and kurtosis values for each item.

Table 4. 15: Normality Analysis

Variable	Skewness	Kurtosis	Result
E-wallet level of acceptance	-0.877	0.439	Normal distributed
Perceived ease of use	-0.877	0.439	Normal distributed
Perceived usefulness	-1.088	1.247	Normal distributed
Social influence	-0.632	-0.017	Normal distributed
Government initiative	-1.411	2.916	Normal distributed

According to Byrne (2010), skewness and kurtosis values for all variables within the range of a variable is normally distributed when the skewness and kurtosis value falls between ± 2 and ± 7 respectively. Table 4.15 above shows the results of the analysis using the skewness and kurtosis normality test for all variables involved. Skewness values are between range -0.877 and -1.411 whereas kurtosis values fall between range -0.017 and 2.916.

4.7 PEARSON CORRELATION COEFFICIENT ANALYSIS

To find a linear relationship between two continuous variables using linear regression or a linear relationship between two continuous variables, the researchers used the Pearson Correlation Coefficient of level of acceptance e-wallet as medium of payment among public university students in Malaysia which is served as dependent variable with each of independent variables consisting of perceived ease-of-use (PEOU), perceived usefulness (PU), social influence (SI) and government initiative (GI). Besides, this correlation is also used to address the second research objective (RO2) of this study and to test the research hypothesis. The result of Pearson Correlation is shown numerically in Table 4.16.

Table 4.16: Results of Pearson Correlation Analysis

	Perceived Ease of Use	Perceived Usefulness	Social Influence	Government Initiative	Level of acceptance
Perceived Ease of Use	Pearson Correlation	1			
	Sig. (2-				

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	tailed)					
	N	384				
Perceived	Pearson					
Usefulness	Correlation	.715**	1			
	Sig. (2-tailed)	.000	.000			
	N	384	384			
Social	Pearson					
Influence	Correlation	.499**	.540**	1		
	Sig. (2-tailed)	.000	.000	.000		
	N	384	384	384		
Government	Pearson					
Initiative	Correlation	.487**	.543**	.433**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	
Level of	Pearson					
acceptance	Correlation	1.000**	.715**	.499**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.16 presented the results of Pearson Correlation after the test is performed. As the result was collected, the value of e-wallet level acceptance as a medium of payment with perceived ease of use is 1.000. Then comes the perceived usefulness 0.715, social influence 0.499 and government initiative 0.487. At the significance level of 1%, the results showed that four independent variables had a significant and positive relationship with the level of acceptance of the e-wallet as a medium of payment among public university students in Malaysia.

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The results for Pearson Correlation interpreted as Perceived Ease of Use and Level of Acceptance value is 1.000 means very high positive correlation. Same with the value of Perceived Usefulness and Level of Acceptance is 0.715 also indicates high positive relationship. Therefore, both have significant impact on the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia. The value of Pearson correlation of social influence and level of acceptance is 0.499 whereas government initiative and level of acceptance are 0.487 which means it has low positive correlation. This means both variables have a low positive relationship which means that it does not have a significant impact on the level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

Based on the results above, higher perceived ease of use tends to attract users in using the e-wallet services. Importantly, the outcomes stated were in line with the assumption of both theory TAM and UTAUT in which the Perceived Ease of Use, Perceived Usefulness and Social Influence posed a significant impact to the adoption and use of new technology advancements.

4.8 MULTIPLE LINEAR REGRESSION

Table 4. 17: MLR Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.536	.42842

a. Predictors: (Constant), Government Initiative, Social Influence, Perceived Ease of Use, Perceived Usefulness

b. Dependent Variable: Level of Acceptance of E-wallet

Referring to Table 4.17, the R square equals 0.540 or 54.0% indicates a strong significant relationship between at the level of significance at 5%. Therefore, the value obtained is strong correlation and indicates that all independent variables can be explain by 54.00% of the variation in dependent variable. The remaining 46.00% is explained by other consumption factors that are not tested in this study.

Table 4. 18: ANOVA table

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.813	4	20.453	111.438	0.000 ^b
	Residual	69.562	379	0.184		
	Total	151.374	383			

a. Dependent Variable: Level of Acceptance of E-wallet

b. Predictors: (Constant), Government Initiative, Social Influence, Perceived Ease of Use, Perceived Usefulness

From Table 4.18 shows the p-value of <0.000 (Sig 0.000) is smaller than 0.05 representing those three independent variables that were significantly relationship with e-wallet level of acceptance. Thus, the three independent variables influence the e-wallet level of the level of acceptance of E-wallet as medium of payment among public university students in Malaysia.

Table 4. 19: MLR Correlation Coefficient Result

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Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.400	.192		2.088	.037
Perceived Ease of Use	.351	.054	.332	6.478	.000
Perceived Usefulness	.381	.061	.338	6.248	.000
Social Influence	.098	.034	.124	2.910	.004
Government Initiative	.061	.042	.061	1.437	.152

a. Dependent Variable: Level of Acceptance of E-wallet

Based on the result shown in Table 4.19, the variables of Perceived Ease of Use, Perceived Usefulness and Social Influence have the most significant impact towards e-wallet level of acceptance because these variables have less value than <0.05 . However, Government Initiative came out with the result of 0.152 more than the significant level of >0.05 . Therefore, this indicates that this IV is not significantly influence the level of acceptance of the E-wallet as a medium of payment among public university students in Malaysia.

4.9 HYPOTHESIS TESTING

For Hypothesis 1 to Hypothesis 4, hypothesis testing suggests that H_0 will be rejected if r value has relationship. For Hypothesis 5 to Hypothesis 6, hypothesis testing suggests that H_0 will be rejected if p-value is smaller than significant alpha 0.01, ($p\text{-value} < 0.01$). The outcome for each four hypotheses as shown below.

4.9.1 Hypothesis 1

H0: There is no relationship between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H1: There is a relationship between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

The value of correlation, r is 1.000 indicates strong positive relationship between perceived usefulness and level of acceptance e-wallet as medium of payment among public university students in Malaysia. Hence, H0 not supported.

4.9.2 Hypothesis 2

H0: There is no significant relationship between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H2: There is a significant relationship between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

The value of correlation, r is 0.715 indicates a strong positive relationship between perceived usefulness and level of acceptance e-wallet as a medium of payment among public university students in Malaysia. Hence, H_0 not supported.

4.9.3 Hypothesis 3

H_0 : There is no significant relationship between consumption factors in terms of social influences and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H_3 : There is a significant relationship between consumption factors in terms of social influences and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

The value of correlation, r is 0.499 indicates low positive relationship between social influences and level of acceptance of e-wallet as medium of payment among public university students in Malaysia. Hence, H_0 not supported.

4.9.4 Hypothesis 4

H_0 : There is no significant relationship between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H4: There is a significant relationship between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

The value of correlation, r is 0.487 indicates low positive relationship between government initiative and level of acceptance of e-wallet as medium of payment among public university students in Malaysia. Hence, H_0 not supported.

4.9.5 Hypothesis 5

H_0 : There is no significant influence between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H_5 : There is a significant influence between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

P-value is equal to 0.000 which is less than significant alpha 0.01. Thus, H_1 is supported. Hence, there is a significant relationship between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

4.9.6 Hypothesis 6

H0: There is no significant influence between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H6: There is a significant influence between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

P-value is equal to 0.000 less than significant alpha 0.01 indicates significant correlation. Thus, H1 is supported. Hence, there is a significant relationship between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

4.9.7 Hypothesis 7

H0: There is no significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H7: There is a significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

P-value is equal to 0.000 less than significant alpha 0.01 indicates significant correlation. Thus, H1 is supported. Hence, there is a significant relationship between consumption factors

in terms of social influences and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

4.9.8 Hypothesis 8

H0: There is no significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

H8: There is a significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

P-value is equal to 0.000 less than significant alpha 0.01 indicates significant correlation. Thus, H1 is supported. Hence, there is a significant relationship between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.

4.10 SUMMARY/ CONCLUSION

Briefly it can be concluded that this chapter is to present the results or findings that were Successfully collected from the data collection activities through questionnaires to complete this study. Apart from that, there is also a presentation related to some tests that have been implemented such as, internal reliability tests which are conducted on the reliability tests for all constructs. At the same time, testing was also conducted on independent variables such as

perceived ease-of-use that fulfil the intention of e-wallet acceptance as a medium of payment among public university students in Malaysia, followed by perceived usefulness, social influence and government initiative.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In chapter 5, the findings of the study are analysed further, the ramifications of the findings are discussed, and recommendations are made. This chapter explains in detail all of the previous chapter's statistical analysis of descriptive, Pearson Correlation, and Multiple Regression. Researchers also explain and expand on their findings to back up the research purpose and hypotheses that they had set out to investigate. In addition, the researchers will discuss the challenges they faced while conducting their study. Researchers will next go into further depth about their findings and conclude with a short summary.

5.2 KEY FINDINGS

Results of Factor Analysis and Cronbach Alpha

All respondents were required to answer the statements stated in the questionnaire using a 5 -point Likert Scale. The use of this scale requires respondents to answer the question by marking a 5-point scale where from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree according to their respective opinions. The following table shows the statistics briefly related to the responses that have been successfully collected. On average,

respondents have shown higher agreement on statements related to PU, GI and SI followed by LOA as well as perceived ease of use.

According to the table's summary of statistics, the scale for all items is in between 3.62 to 4.48. In addition, the table below also shows a summary of Cronbach's α value for each variable used in the study. According to Khairul et al. (2018), Cronbach's α coefficient values ranging between 0.6 and 0.8 were considered moderate and acceptable. In addition, Khairul et al. (2018) cite Cronbach's α coefficient value in excess of 0.80 indicating a particular set of items is reliable. According to the description, it can be understood that the Cronbach's α values obtained for the variables for this study ranged from 0.612 to 0.897 which shows that the measurements for the variables of this study are between moderate and acceptable to reliable for the variables perceived usefulness and government initiative.

Table 5. 1: Factor Analysis and Cronbach Alpha

Factor Analysis and Cronbach Alpha				
Variables	Item	Mean	Standard Deviation	α
E-wallet	LOA 1	4.23	0.735	
level of	LOA 2	4.44	0.675	0.708
acceptance	LOA 3	4.05	0.945	
(LOA)	LOA 4	4.28	0.784	
Perceived	PEOU 1	4.32	0.730	
ease of use	PEOU 2	4.42	0.658	0.612
(PEOU)	PEOU 3	4.18	0.892	
	PEOU 4	4.38	0.694	
Perceived	PU 1	4.43	0.690	

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usefulness	PU 2	4.35	0.715	0.897
(PU)	PU 3	4.39	0.750	
	PU 4	4.48	0.654	
Social	SI 1	4.03	0.876	
influence	SI 2	4.24	0.860	0.752
(SI)	SI 3	3.62	1.153	
	SI 4	3.83	1.044	
Government	GI 1	4.48	0.685	
initiative	GI 2	4.34	0.754	0.896
(GI)	GI 3	4.41	0.756	
	GI 4	4.36	0.762	

Normality Test

Using the Kolmogorov-Smirnova data normality test due to $N > 30$, the researcher performed a non-parametric version analysis i.e., skewness test and kurtosis normality. In addition, this normality test was also performed on all dependent and independent variables. In summary, the results of the analysis that have been done show that the normality table test for all dependent and independent variables for this study is significant.

This is so because according to Byrne (2010), the values of skewness and kurtosis for these variables in the range of normally distributed when the values fall between ± 2 and ± 7 . Based on the table below shows that the results of the analysis using skewness and kurtosis normality tests for all variables involved produced tilt values ranging between -0.877 and -

1.411 while kurtosis values ranged between -0.017 and 2.916. This proves that the dependent and independent variables for this study are significant

Table 5. 2: Normality Analysis

Variable	Skewness	Kurtosis	Result
E-wallet level of acceptance	-0.877	0.439	Normal distributed
Perceived ease of use	-0.877	0.439	Normal distributed
Perceived usefulness	-1.088	1.247	Normal distributed
Social influence	-0.632	-0.017	Normal distributed
Government initiative	-1.411	2.916	Normal distributed

Pearson correlation coefficient analysis

To determine the relationship between two continuous variables, researchers have used Pearson correlation coefficient analysis by using the level of acceptance of e-wallets as a payment medium among public university students in Malaysia as a dependent variable along with 4 other independent variables. The table below shows a summary of the results of the analysis that has been performed which shows that each variable has a different final result.

The result of this analysis can be interpreted as having a high positive correlation is the value between perceived ease of use and e-wallet level of acceptance which is 1.000 and the value between perceived usefulness and e-wallet level of acceptance which is 0.715. This high positive correlation result means that both the perceived ease of use and perceived usefulness variables have a significant effect on the E-wallet level of acceptance variable. However, there are values that show a low positive correlation between social influence and E-wallet level of

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acceptance which is 0.499 and between government initiative and E-wallet level of acceptance which is only 0.487. This indicates that these two variables do not have a significant effect on the E-wallet level of acceptance variable. In short, perceived ease of use and perceived usefulness are more likely to help attract consumers to use e-wallet services. While the value between social influence and E-wallet level of acceptance as well as government initiative and E-wallet level of acceptance give a relatively low effect on level of acceptance.

Table 5. 3: Results of Pearson Correlation Analysis

		Perceived Ease of Use	Perceived Usefulness	Social Influence	Government Initiative	Level of acceptance
Perceived Ease of Use	Pearson Correlation	1				
	Sig. (2- tailed)					
	N	384				
Perceived Usefulness	Pearson Correlation	.715**	1			
	Sig. (2- tailed)	.000	.000			
	N	384	384			
Social Influence	Pearson Correlation	.499**	.540**	1		
	Sig. (2- tailed)	.000	.000	.000		
	N	384	384	384		
Government Initiative	Pearson Correlation	.487**	.543**	.433**	1	
	Sig. (2- tailed)	.000	.000	.000	.000	

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	tailed)					
	N	384	384	384	384	
Level of	Pearson					
acceptance	Correlation	1.000**	.715**	.499**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

MLR Correlation Coefficient Result

Based on the results stated in the table below, it can be summarized that the variables perceived ease of use, perceived usefulness and social influence have the most significant effect on the level of e-wallet acceptance because these variables have a value of less than <0.05. However, the government initiative came out with a result of 0.152 more than the significant level of 0.05. This shows that this Government Initiative does not affect the level of acceptance of E-wallet as a payment medium among public university students in Malaysia.

Table 5. 4: MLR Correlation Coefficient Result

	Model	Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.400	.192		2.088	.037
	Perceived Ease of Use	.351	.054	.332	6.478	.000
	Perceived Usefulness	.381	.061	.338	6.248	.000
	Social Influence	.098	.034	.124	2.910	.004

Government Initiative .061 .042 .061 1.437 .152

- a. Dependent Variable: Level of Acceptance of E-wallet
- b. Predictors: (Constant), Government Initiative, Social Influence, Perceived Ease of Use, Perceived Usefulness

Hypothesis

The following is a relevant summary of the hypothesis test results in this research. Based on the outcomes obtained, seven of the eight hypothesis tested in this study were supported. The results of the study found that it agrees with the findings of other researchers such as Friadi et al., 2013; Liu & Tai, 2016; Trivedi, 2016; Gbongli et al., 2019; Karim et al., 2020; Nag & Gilitwala, 2019 which states that perceived usefulness and perceived ease of use were found to be positively related to consumer E-wallet usage. Finally, according to this survey, users are less likely to utilise E-wallets as a result of government initiatives.

Table 5. 5: Hypothesis summary

Factors	Hypothesis	Results
Perceived ease of use	H1: There is a relationship between consumption factors in term of perceived ease of use and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.	Supported
Perceived usefulness	H2: There is a relationship between consumption factors in term of perceived usefulness and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.	Supported
Social	H3: There is a relationship between consumption factors in	Supported

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influences	term of social influences and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.	
Government initiative	H4: There is a relationship between consumption factors in term of government initiative and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.	Supported
Perceived ease of use	H5: There is a significant influence between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.	Supported
Perceived usefulness	H6: There is a significant influence between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.	Supported
Social influences	H7: There is a significant influence between consumption factors in terms of social influence and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.	Supported
Government initiative	H8: There is a significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia.	Not supported

5.3 DISCUSSION

5.3.1 The relationship between consumption factors in term of perceived ease of use and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.

The result shows there is strong positive relationship between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia because r value is 1.000 means very high positive correlation. The result shows that there is significant influence between consumption factors in terms of perceived ease of use and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia. Based on the decision rule the H_0 should be rejected and H_1 is accepted because P -value is equals to 0.000 which is less than significant alpha 0.01.

In terms of perceived ease of use, the findings synchronization the theories described in literature review, which is consumers' perceptions of how emerging technologies or systems can affect the way they behave and experience (Saadon & Long, 2020). The result matches the prior researcher Alwi, S. et al. (2019) and Aydin and Burnaz, (2016), perceived ease of use has a positive effect on acceptance among e-wallet users in Malaysia. The e-wallet technology system is very easy to use because it does not have a complicated design, therefore the consumer's desire for a mobile wallet is very high (Lubua et al., 2017). In this case, Malaysians and e-wallet providers should refrain from similar apps to be established in Malaysia (Alwi, S. et al., 2019). This is because the proliferation of comparable e-wallet apps in Malaysia may mislead users as to which e-wallet provider is the most useful. The disadvantage of having too many comparable apps is that consumers' trust and belief in e-wallets would decrease.

However, the results are opposed to Kustono et al. (2020), perceived ease of use does not affect attitude toward using e-wallet. This is because attitudes toward technology use are

depends by how technology can assist or enable an individual in conducting online transactions using an e-wallet. Certain users may have trouble when transacting using E-wallet; therefore, if the system is easy and effortless, the user is more likely to accept it (Moore & Benbasat, 1991). Perceived ease of use is also included in the Theory of Acceptance Model (TAM) by Davis (1989) defines the way in which an individual believes that using a technology or system would be easy.

According to the responses obtained from respondents, using an e-wallet is not complicated or difficult to implement because the e-wallet system outlines all the processes required to use an E-Wallet for public use. This is support by researcher Subaramaniam et al. (2020), using an e-wallet, users may make their purchase by scanning or inputting bar codes provided by E-wallet program such as Grab-pay at the cashier. For instance, certain restaurants in malls accept E-wallet purchases via Grab-pay to offer consumers discounts, incentives, and others.

5.3.2 The relationship between consumption factors in term of perceived usefulness and level of acceptance of e-wallet as medium of payment among public university students in Malaysia.

The result shows there is strong positive relationship between consumption factors in terms of perceived usefulness and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia because r value is 0.715 means positive correlation. The consumers who took part in this study believe that their desire to use an e-wallet will be affected or influenced by their perception of the usefulness of a specific system. P-value is equals to 0.000 less than significant alpha 0.01 indicates significant influenced. Thus, H2 is accepted. In this study, perceived usefulness was found significant variable factor

in the participants' intention to use an E-wallet. The finding reveals that respondent perceived usefulness to perform daily activities such as paying bills or making payments online.

The result from this study is support by the study of Alwi, S. et al., (2019) and Aydin and Burnaz (2016) stated that perceived usefulness was also found significant in users' views and usage intentions. On both sample groups, a significant effect was seen with high level of effect. This demonstrates that users should understand that utilizing an e-wallet might provide them with more benefits. Lack of awareness of the usefulness e-wallet's is a significant impediment to good attitudes and intentions. The beneficial effects of compatibility on perceived usefulness indicate that consumers are generally concerned with how they choose to acquire items or services via mobile payments. This is supported by researcher Lwoga (2017), mobile payment services are more likely to be chosen by consumers who believe the service to be compatible with their mobile phone usage. This perceived usefulness refers to a person's belief that a particular system will increase his or her performance when they use it (Davis, 1989).

Meanwhile, it has contradicted with the study (Siew C. T. et al., 2020). This happens because of they were unaware of the benefits and usefulness provided by the e-wallet, as shown by the lowest mean values of perceived utility. One of the most significant barriers to e-wallet adoption is a consumer's lack of knowledge of the benefits offered by E-wallet (Shatskikh, 2013). Indonesia and Malaysia have similar impacts on e-wallet adoption when it relates to perceived usefulness (Aji, Berakon & Husin, 2020). According to Aji, Berakon and Husin (2020), suggests that Indonesian consumers are willing to adopt e-wallets if they are perceived to be useful by the government. They are not obliged to use e-wallets because of government assistance without a perceived benefit. As a result, the perceived usefulness of a product is an important component in influencing consumers' decision-making.

Respondents believe that perceived usefulness e-wallet would improve their everyday duties because of the perceived usefulness of the technology. This is support by researcher Subaramaniam et al. (2020), with the support of an e-wallet, we may balance our budget in a variety of ways, such as by limiting our spending on unnecessary items like as shirts and daily meals.

5.3.3 The relationship between social influence and level of acceptance of e-wallet as medium of payment among public university students in Malaysia

The results show that there is a relationship between social influence and the level of acceptance of e-wallets as a medium of payment among Malaysian public university students because the value of correlation, r is 0.499. P-value is equals to 0.004 which is less than 0.05 indicates significant influenced. Thus, H3 is accepted.

Based on the result given, the results are support by the study Yang et al. (2012), demonstrated that social influence had a significant indirect effect on the first uptake of e-payment by positively influencing relative advantage and adversely affecting perceived risk. They discovered that social influence was a key factor for prospective and current users who experienced direct impacts. Social influence had a significant role in determining an individual's intention and attitude toward a new technology (Taheam et al., 2016). If customers' family members or friends believe they should adopt an E-wallet, the rate of E-wallet adoption will increase (Lwoga, 2017).

However, this result indicates that there is an insignificant relationship between intentions to contactless payment and social influence. According to the findings of Wen (2016), it is considered that social influence gave less effect on the first adoption rate of e-walle because contactless payments are still not widely used in Malaysia, social influence is powerless to affect the adoption process. In brief, social influence influences adoption based on consumer

attitudes and decision-making, and social influence may be stronger as contactless payment becomes more widely adopted in the market. Because social influence is significant, marketing departments can promote E-payment systems by contacting influential individuals whose opinions are valued. Additionally, they can promote their services via social media (Slade et al. 2015).

5.3.4 The relationship between government initiative and level of acceptance of e-wallet as medium of payment among public university students in Malaysia

The result shows that there is no significant relationship between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia. Based on the developed hypotheses, the H₀ should be accepted and H₁ is rejected because the P-value obtained is 0.152 which is more than significant alpha 0.01. Therefore, H₀ is accepted. The result shows there is no significant influence between consumption factors in terms of government initiative and level of acceptance of e-wallet as a medium of payment among public university students in Malaysia because value is 0.487 means very high positive correlation.

According to Chua (2020), government initiative plays a crucial part in the adoption of development technology products and services on the market. Their outcomes found that government initiatives are an excellent strategy for stimulating innovation demand through infrastructure development. According to Chua (2020), Government support is viewed as a mediator in regulating the correlation between purpose to use and practical acceptability based on this current data in the conceptual framework of e-wallets.

Lin and Holmium (2009) also noticed that government initiative plays an important part in the implementation of innovations. Researchers discovered that the Chinese government initiatives are supporting the deployment of radio-frequency identification (RFID) technology

by resources necessary and regulations. What is more, they notice that government initiation has additionally received scant attention within the electrical vehicle adoption literature.

The results of this literature do not match the results of the research of researchers because they do not support government initiatives as one of the factors that affect the wallet level of acceptance. Supporting these existing findings, researchers tend to consider government initiation as our moderator in weakening. According to Aji et al (2020), their findings reveal that government support without perceptions of benefits has an insignificant effect on intentions to use e-wallets supported by perceived usefulness. Researchers Chua et al. (2020) backed this up by demonstrating that government assistance does not function as a mediator in determining the intentions of e-wallet subscribers.

5.4 IMPLICATION OF THE STUDY

The study's findings mainly underline the variables that will have an influence on the result level of acceptance of e-wallets as a mode of payment among Malaysian public university students. As a result, it may provide some assistance to perceived ease of use, perceived usefulness, social influence, government initiative, and researchers that want to do additional research on the matter in the future.

5.4.1 Managerial implications

This study may be able to make several benefits to multiple groups in society. The e-wallet service providers who supply E-wallet services, along with entrepreneurs who are concerned with creating E-wallet services in Malaysia in the future. The data in this investigation can be used as a source of reference for entrepreneurs who wish to learn more about the problems that should be addressed when offering a service. Factors such as ease of

use of an E-wallet service and transaction speed are important. As a conclusion, modern businessmen can concentrate more on the study's vital and major parts of adoption in order to develop and progress existing E-wallet services. E-wallet service provider can use this study to make improvement specially to increase the level of acceptance among students because students are the higher consumer who use e-wallet.

Furthermore, future entrepreneurs will be able to better grasp consumers' needs and the variables that impact the acceptance of e-wallets as a medium of payment among Malaysian public university students. This research that can be utilised as a guideline can also help to improve the level of acceptance of e-wallets as a medium of payment among Malaysian public university students for services and improve the company performance of facility providers.

The discussion in this section focuses on the study's implications through a review of previous research findings. E-wallet services have the potential to contribute to Malaysia's economic growth. This has a positive impact on E-ability wallets to continue to develop and stabilise in various sectors, resulting in E-growth wallets and internationalisation. The implications of this study are directly focused on the level of acceptance of e-wallets as a medium of payment among Malaysian public university students. Users will gain an understanding of the E-wallet. The most important aspect is that it will assist consumers in using this cashless method of shopping.

Furthermore, this research can help financial firms in the market as they and E-wallet service providers must collaborate while offering this service to the public. In cooperation, a financial institution, such as a bank, can implement and upgrade the form of payment for users based on the needs of consumers in terms of ease of use and its usefulness. Users' engagement in the process of establishing the new E-wallet service will grow as financial services companies demonstrate their assurance, enhance consumer acceptance of E-wallets. It could

help the financial firm boost its competitive position in the market by bringing new aspects that may influence the acceptance of fintech into their business plan.

Ultimately, this study will be useful to future researchers in acceptance and factors impacting E-wallet usage because e-wallets are a new topic in Malaysian fintech, only a few academics have undertaken research on the matter, it can use the variables from this study as a preliminary step for a serious investigation. As a consequence, this research can be used as a guideline for future research as well as to help the researcher and facility development teams integration.

5.5 LIMITATION OF THE STUDY

Firstly, the limitations that exist also involve the scale used in the study. Since this study uses the Likert Scale to record respondents' perceptions then the probability of bias may come from respondents' propensity to respond to questions regardless of their actual content. In other words, each respondent will have their own thoughts and opinions which will influence them to give different responses When answering the questionnaire. This will cause it to fail to measure the true attitude of the respondent.

In addition, the backgrounds of the respondents are different. Since the respondents for this study are from among students from various universities, the possibility of different response results will also be higher. For example, differences that may occur are due to different levels of awareness or lack of exposure to the issue in question. This situation makes it difficult for respondents to give an opinion that there should be a question posed by the researcher.

Finally, the scope of the study for this study also has limitations to enable the results of this study to be used as a comprehensive reference on the feedback on the use and acceptance

of e-wallets among the community in Malaysia. This is because this study only took respondents from public university students. This situation will cause the results of this study cannot be released in general or cannot be concluded comprehensively about the level of public acceptance of e-wallets, especially the community that is not from among students. In a simpler sense, the result of this study has a border because the conclusions are made only based on the opinions given by the students which cannot represent all parties of society who have different career backgrounds.

5.6 RECOMMENDATIONS OR SUGGESTION FOR FUTURE RESEARCH

There are some suggestions and recommendations that future researchers can use to rectify the limitations. First, a subsequent study will need to enhance the sample size and completely examine this research approach to refine the study's findings. This is so that future researchers can obtain more accurate data if the data is taken from various universities in Malaysia. Future research could be based on a large sample since the respondents for this study are only focused on undergraduate students. So, future researchers can focus on other areas of education as well such as Master's and PhD students who have a career to know their awareness of cashless payments and e-wallet as a medium of payment. Also, because the scope of the study for this research has a limitation where it only focuses on public universities in Malaysia, this study cannot make general conclusions about the level of public acceptance of e-wallet in university students because not all universities are taken as respondents. So, future researchers can expand the study by focusing on all universities including IPTA and IPTS in Malaysia that have various backgrounds. Since the COVID-19 outbreak in Malaysia recently, future researchers could study the acceptance of e-wallets among students during the COVID-19 epidemic.

Besides, the limitation of this study is focus on university students only. However, the researcher will prevent the study's findings from being published in general or concluding extensively on the level of public acceptability of e-wallets, particularly among the community that is not composed of students. Therefore, future researchers can focus on the public from various backgrounds to get more accurate on the level of acceptance of e-wallets as cashless payment among Malaysians.

In addition, the government has recently introduced Touch 'n Go RFID as an electronic payment. RFID is a type of electronic payment system that makes use of a radio frequency identification sticker, also known as a TNG RFID tag, to let vehicles to pass through toll. The use of RFID is still new in Malaysia and not comprehensive yet. Therefore, future researchers can expand the study by focusing on the public to find out the extent of their acceptance of the latest RFID system especially among community. This is because so that the researcher's study can comprehensively conclude the acceptance of RFID towards the public.

5.7 OVERALL CONCLUSION OF THE STUDY

In a nutshell, the study's goal is to determine the consumption factors that influence the level of acceptance of e-wallets as a medium of payment among public university students in Malaysia. Several tests were applied to the data collected from the survey to examine this thesis. The findings indicate that perceived ease of use, perceived usefulness and social influence as independent variables in this study have a significant relationship with the e-wallet level of acceptance as a medium of payment among public university students in Malaysia to accept e-wallets as a medium of payment. Meanwhile, there is no significant relationship between government initiatives and the level of acceptance of e-wallets as a

medium of payment among public university students in Malaysia. Furthermore, based on the Pearson Correlation test results, it is possible to conclude that two independent variables have a strong positive relationship with the level of acceptance of e-wallets as a medium of payment among public university students in Malaysia. Government initiatives and social influence have a low positive relationship with the level of acceptance of e-wallets as a medium of payment among public university students in Malaysian. The level of acceptance of e-wallets as a medium of payment among Malaysian public university students would increase if parties related to e-wallets emphasize the factors of perception of ease of use, perception of use and social influence in improving the application. In conclusion, this study has ramifications for future researchers as well as the commercial sector. The study's findings also provide a clearer path for the e-wallet service providers, financial institutions and government to increase the level of users who accept e-wallets as a medium of payment among public university students in Malaysia.

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APPENDIX A: QUESTIONNAIRE DRAFT



**E-WALLET ACCEPTANCE AS MEDIUM OF PAYMENT AMONG PUBLIC
UNIVERSITY STUDENTS IN MALAYSIA**

Assalamualaikum and greetings to all respondents.

We are final year students from University Malaysia Kelantan (UMK), Faculty of Entrepreneurship and Business. This study is conducted as a requirement to complete our Final Year Project (FYP) paper for Bachelor of Business Administration (Islamic Banking and Finance) with Honours.

The purpose of this study is to study the level of acceptance e-wallet as medium of payment among students in Malaysia and to study the relationship of consumption factors using e-wallet on the level of acceptance of e-wallet as medium of payment among students in Malaysia. Our respondents are students who are currently studying in Malaysia and using any e-wallet or digital wallet.

Your personal information and data will not be disclosed nor used for any other purpose than academic purposes only. This survey will take only about 3 to 5 minutes of your

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time. We sincerely appreciate your participation. Thank you in advance for your participation.

Sincerely,

Nurul Izzah, Nurul Izzati, Nurul Najwa Shuhada & Wan Alif Fardhan

***Kami adalah pelajar tahun akhir dari Universiti Malaysia Kelantan (UMK), Fakulti Keusahawanan dan Perniagaan. Kajian ini dilakukan sebagai syarat untuk melengkapkan kertas Projek Tahun Akhir (FYP) kami untuk Sarjana Muda Pentadbiran Perniagaan (Perbankan dan Kewangan Islam) dengan Kepujian.

Tujuan kajian ini adalah untuk mengkaji tahap penerimaan e-wallet sebagai kaedah pembayaran di kalangan pelajar di Malaysia dan mengkaji hubungan faktor penggunaan menggunakan e-wallet pada tahap penerimaan e-wallet sebagai medium pembayaran di kalangan pelajar di Malaysia. Responden kami adalah pelajar yang sedang belajar di Malaysia dan menggunakan e-dompet atau dompet digital.

Maklumat dan data peribadi anda tidak akan didedahkan atau digunakan untuk tujuan lain selain tujuan akademik sahaja. Tinjauan ini akan memakan masa hanya sekitar 3 hingga 5 minit masa anda. Kami sangat menghargai penyertaan anda. Terima kasih untuk penyertaan anda.

Yang benar,

Nurul Izzah, Nurul Izzati, Nurul Najwa Shuhada & Wan Alif Fardhan

Please select your answer to the appropriate question below. (Sila pilih jawapan anda pada soalan yang sesuai di bawah.)

Section A: Demographic Profile

1) Gender (Jantina)

- Male/ Lelaki
- Female/ Perempuan

2) Age

- <20
- 21-22
- 23-24
- >25

3) Race (Bangsa)

- Malay
- Chinese
- Indian
- Other



4) Level of education (Tahap pendidikan) * *Mark only one oval.*

- Diploma
- Bachelor's Degree
- Master's Degree
- PhD
- Professional Certificate (Eg: ACCA / CPA / CFA / CIMA)
- Other: _____

5) University (Universiti)

- Universiti Malaya (UM)
- Universiti Sains Malaysia (USM)
- Universiti Kebangsaan Malaysia (UKM)
- Universiti Putra Malaysia (UPM)
- Universiti Teknologi Malaysia (UTM)
- Universiti Teknologi MARA (UiTM)
- Universiti Islam Antarabangsa Malaysia (UIAM)
- Universiti Utara Malaysia (UUM)
- Universiti Malaysia Sarawak (UNIMAS)
- Universiti Malaysia Sabah (UMS)
- Universiti Pendidikan Sultan Idris (UPSI)
- Universiti Sains Islam Malaysia (USIM)
- Universiti Malaysia Terengganu (UMT)
- Universiti Tun Hussein Onn Malaysia (UTHM)
- Universiti Teknikal Malaysia Melaka (UTeM)
- Universiti Malaysia Pahang (UMP)
- Universiti Malaysia Perlis (UniMAP)
- Sultan Zainal Abidin (UniSZA)
- Universiti Malaysia Kelantan (UMK)
- Universiti Pertahanan Nasional Malaysia, (UPNM)

6) E-wallet usage frequency (Kekerapan penggunaan e-wallet)

- Never (Tidak pernah)
- Sometimes (Kadang-kadang)
- Always (Sentiasa)

Hint: 1. Strongly Disagree, 2. Disagree, 3. Least Agree, 4. Agree, 5. Strongly Agree

(Petunjuk: 1. Sangat Tidak Setuju, 2. Tidak Setuju, 3. Setidaknya Setuju, 4. Setuju, 5. Sangat Setuju)

Section B: Level of acceptance e-wallet as medium of payment among students in Malaysia. (Bahagian B: Tahap penerimaan e-dompet sebagai kaedah pembayaran di kalangan pelajar di Malaysia.)

- 1) I intend to use e-wallet when the merchants have a high percentage of acceptance. (Saya berhasrat untuk menggunakan e-wallet apabila peniaga mempunyai peratusan penerimaan yang tinggi.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 2) I intend to use e-wallet if the application operates without issues. (Saya berhasrat menggunakan e-wallet jika aplikasi beroperasi tanpa masalah.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 3) I prefer to use any e-wallet application rather than cash payment. (Saya lebih suka menggunakan sebarang aplikasi e-dompet daripada pembayaran tunai.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 4) I intend to utilize an e-wallet more frequently in the future. (Saya berhasrat untuk menggunakan e-wallet lebih kerap pada masa akan datang.)

1 2 3 4

5

Strongly Disagree Strongly Agree

Section C: E-wallet consumption factors (Faktor penggunaan e-dompet)

A)..Perceived ease of use (Dirasai kemudahan penggunaan)

- 5) The use of e-wallet payment method is clear and understandable. (Penggunaan kaedah pembayaran e-wallet adalah jelas dan difahami.)

1 2 3 4 5

Strongly Disagree Strongly Agree

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- 6) I believe that e-wallet payment services would be easy to use. (Saya percaya bahawa perkhidmatan pembayaran e-wallet akan mudah digunakan.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 7) Using e-wallet payment services isn't mentally challenging. (Menggunakan perkhidmatan pembayaran e-wallet tidak mencabar mental.) *

1 2 3 4 5

Strongly Disagree Strongly Agree

- 8) E-wallet payment technology is easy to learn. (Teknologi pembayaran e-wallet mudah dipelajari.)

1 2 3 4 5

Strongly Disagree Strongly Agree

Section C: E-wallet consumption factors (Bahagian C: Faktor penggunaan E-dompet)

B)..Perceived Usefulness (Dirasai Kebergunaan)

- 9) Using e-wallet saves me time. (Menggunakan e-wallet menjimatkan masa saya.)

1 2 3 4 5

Strongly Disagree Strongly Agree

10) E-wallet is a practical option in making payment. (E-wallet adalah pilihan praktikal dalam membuat pembayaran.)

1 2 3 4 5

Strongly Disagree Strongly Agree

11) Using e-wallet makes it easier for me to carry out my day-to-day tasks. (Menggunakan e-wallet memudahkan saya menjalankan tugas seharian.)

1 2 3 4 5

Strongly Disagree Strongly Agree

12) Using e-wallet is the trend of the modern lifestyle. (Menggunakan e-wallet adalah trend gaya hidup moden.)

1 2 3 4 5

Strongly Disagree Strongly Agree

Section C: E-wallet consumption factors (Bahagian C: Faktor penggunaan E-dompet)

C) Social Influence (Pengaruh Sosial)

13) People who influence my behaviour think that I should use the e-wallet as medium of payment. (Orang yang mempengaruhi tingkah laku saya berpendapat bahawa saya harus menggunakan e-wallet sebagai kaedah pembayaran.)

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1 2 3 4 5

Strongly Disagree Strongly Agree

- 14) I will use e-wallet as medium of payment if the service is widely used by people in my surrounding. (Saya akan menggunakan e-wallet sebagai kaedah pembayaran sekiranya perkhidmatan ini banyak digunakan oleh orang-orang di sekitar saya.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 15) Almost all my family members and friends use e-wallets as medium of payment. (Hampir semua ahli keluarga dan rakan saya menggunakan e-wallet sebagai kaedah pembayaran.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 16) Both my family and person who are important to me affect my intention to use the e-wallet as medium as payment. (Keluarga dan orang lain yang penting bagi saya mempengaruhi niat saya untuk menggunakan e-wallet sebagai medium pembayaran.)

1 2 3 4 5

Strongly Disagree Strongly Agree

Section C: E-wallet consumption factors (Bahagian C: Faktor penggunaan E-dompet)

D) Government initiative (Inisiatif kerajaan)

- 17) The Malaysian government encouraged the public to make medium of payment transactions using e-wallets during the COVID-19 pandemic. (Kerajaan Malaysia mendorong orang ramai untuk melakukan media pembayaran dengan menggunakan e-wallet semasa wabak COVID-19.) *

1 2 3 4 5

Strongly Disagree Strongly Agree

- 18) The Malaysian government gave great priority to e-wallet server facilities as a medium of payment during pandemic COVID-19 pandemic. (Kerajaan Malaysia memberi keutamaan kepada kemudahan pelayan e-wallet sebagai alat pembayaran semasa pandemik COVID-19.)

1 2 3 4 5

Strongly Disagree Strongly Agree

- 19) During the COVID-19 pandemic, the Malaysian government encouraged the public to innovate the medium of payment methods through e-wallets. (Semasa wabak COVID-

19, pemerintah Malaysia mendorong orang ramai untuk melakukan inovasi kaedah pembayaran melalui e-wallet.)

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

20) During the COVID-19 pandemic, the Malaysian government increased control the medium of payment operations through e-wallets to ensure security. (Semasa wabak COVID-19, pemerintah Malaysia meningkatkan kawalan operasi pembayaran melalui e-dompot untuk memastikan keselamatan.)

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

APPENDIX B: GANTT CHART

ACTIVITIES	SEMESTER 1															SEMESTER 2															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
-Briefing FYP																															
-Meeting with supervisors																															
-Research project tittle verification																															
-Research problem																															
-Research objective																															
-Scope research																															
-Literature research																															

